

1940  
ARMSTRONG  
PATTERN BOOK



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# 1940

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# A R M S T R O N G

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# P A T T E R N   B O O K

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ARMSTRONG'S LINOLEUM ✓ LINOWALL  
QUAKER RUGS ✓ STANDARD RUGS  
FELT-BASE FLOOR COVERING

## DISTRICT OFFICES

ATLANTA, GA.....424-26 W. Peachtree Street  
BOSTON, MASS.....286 Congress Street  
BUFFALO, N. Y.....329-331 Ellicott Street  
CHICAGO, ILL.....13th Floor, Merchandise Mart, 222 N. Bank Drive  
CINCINNATI, OHIO.....232 W. Seventh Street  
CLEVELAND, OHIO.....708-15 Caxton Building, 812 Huron Road  
DALLAS, TEXAS.....1022 Santa Fe Building  
DENVER, COLO.....511-14 Interstate Trust Building  
DETROIT, MICH.....1627 West Fort Street  
KANSAS CITY, MO.....1535 Walnut Street  
LANCASTER, PA.....Main Office, Liberty and Mary Sts.  
LOS ANGELES, CAL.....719 Bendix Building, 1206 Maple Avenue  
MINNEAPOLIS, MINN.....515 Plymouth Building  
NEW ORLEANS, LA.....219 Tchoupitoulas Street  
NEW YORK, N. Y.....295 Fifth Avenue  
SAN FRANCISCO, CAL.....1355 Market Street  
SEATTLE, WASH.....803 Terminal Sales Building  
ST. LOUIS, MO.....1215 Washington Avenue

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## A R M S T R O N G   C O R K   C O M P A N Y

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FLOOR DIVISION   ✓   LANCASTER, PENNSYLVANIA, U. S. A.

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# ARMSTRONG'S 1940 LINE

## FEATURES IMPORTANT DEVELOPMENTS

**E**NTHUSIASTIC consumer acceptance of Armstrong's strikingly original Multiplane Embossing accounts for the introduction of twelve new Multiplane Embossed patterns of exceptional beauty and freshness.

### EMBOSSSED FEATURES

In the Heavy Gauge assortment of these new Multiplane Embossed patterns, there is a particularly novel chevron-and-circle design effect.

Medium Embossed—in three new patterns—is distinguished by a new type of ground. This is an unusual polychrome coloring in soft tones that set off to advantage the discs, blocks, and lines.

Stars are pleasingly incorporated in three of this year's Standard Embossed patterns, while discs and blocks are featured in the other new patterns.

### STRAIGHT LINE INLAID

Stars also make their appearance in four of the new Standard Gauge Straight Line Inlaid Patterns—0455, 0456, 0457, and 0458. Here, the stars are used against marbled grounds in combination with overlay lines and interesting angle blocks. In the three new Heavy Gauge Straight Line Inlaid patterns, especially strong emphasis is placed on the popular overlay effect.

### MARBELLE AND JASPÉ

Armstrong's important position in the custom-designed floor market is further fortified by the addition of four Marbelles, one Jaspé, and cerulean blue in Plain linoleum. All these patterns will be available in Heavy, Medium, and Standard Gauges.

### LINOFLOR

As a further recognition of the call for custom floor effects in the lower brackets of the market, the Linozor line is strengthened by three handsome Marbelle colorings—Nos. 1905, 1906, and 1907. Pattern 1905 in particular is a welcome addition because it supplies the need for a black marbling in this material.

In Inlaid Linozor, three new patterns offer an unusual treatment of linked accent lines on an open ground.

### TEXTURED EFFECT IN FELT-BASE

Most refreshing of the features evident in the 1940 felt-base offering is a textured effect that will be found in both Quaker and Standard Rugs and Piece Goods. In the Quaker line, this textured motif is expressed in the charming needle-point patterns—Nos. 4785, 4786, 4787, and 4788. Nos. 4805 and 4806 also fall into the textured group. In the Standard line, an unusual damask textured tile effect is found in such patterns as Rug No. 4470 and Floor Covering No. 12410. A new leaf effect is presented in Standard Rugs Nos. 4460, 4461, 4462, and 4463.

Felt-base is further strengthened this year, by the addition of two new and colorful patterns in Quaker Passage Covering—Nos. P-250 and P-251.

Fern effects and Mellow Tone Marbling, both of which have met with high success, continue as important features in the 1940 felt-base rugs and floor coverings.

### COLOR TRENDS RECOGNIZED

In the entire assortment of new patterns, both linoleum and felt-base, there is a definite return to green as the high-style color note. Green will be found not only as an accent color in many of the patterns, but also as the principal ground coloring. Blue, however, which has recently enjoyed great popularity, continues in favor and finds ample representation in the current offerings. Black and white patterns, particularly those marked with brilliantly colored accents, which have been top-rank volume producers in the recent past, continue to hold their position as style leaders.

### PLAIN LINOWALL

News of high importance in the wall covering field is the fact that Linowall is now available in six plain colors—all of which are delicate pastels of unusual beauty.

### DARK LINOWALL

Almost equally important is the announcement of three new dark colors in Linowall, which were designed primarily for use as wainscoting. These new colorings are keyed to harmonize with the lighter tones.

### NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color engraving and printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. It is suggested, therefore, that quality samples rather than these illustrations be employed to match colors with other materials.



# WHY ARMSTRONG'S FLOORS AND LINOWALL CONSTITUTE STRONG LINE FOR MERCHANTS

**P**UBLIC acceptance of Armstrong's Linoleum as a high-quality material made by a dependable manufacturer rests upon the following solid foundations:

(1) Quality is built into the goods not only by the grade of materials used and the painstaking care that is typical of every operation, but also by a large number of exclusive features that have been developed by Armstrong; (2) for twenty-three years, Armstrong has been telling the public about Armstrong's Linoleum Floors through a continual program of advertising in national magazines; (3) Armstrong has provided its merchants with assistance in designing, laying, and selling linoleum floors.

Let's examine each of the above points in detail, starting with the exclusive Armstrong quality features:

## PLAIN AND JASPÉ

**Smooth Surface**—Because finely ground cork is used, the surface of Armstrong's Plain and Jaspé Linoleum is exceptionally smooth.

**Custom-Craft Dies**—A wide variety of custom floors can be created at low cost from various colors of Armstrong's Plain, Jaspé, Marbelle, and Monobelle Linoleum, by the use of these ten dies—another exclusive Armstrong development.

## MARBELLES AND MONOBELLES

**Superior Key Construction**—A better bond that prevents the linoleum mix from coming loose from the burlap is obtained by a special process developed by Armstrong which starts with a thin layer of Plain linoleum calendered into the burlap back, and is followed by the marbled linoleum layer.

**Subtle Graining**—Because of another Armstrong development, the marbling of Armstrong's Marbelle and Monobelle Linoleum is finer and more even.

## STRAIGHT LINE INLAIDS

Armstrong's Straight Line Inlaid Linoleum offers the same advantages found in Plains and Marbelles—smooth surface and superior key plus an unusual variety of well-styled designs and colors.

## EMBOSSSED INLAIDS

Included in this grade of linoleum, produced by an exclusive Armstrong process protected by patents, are many unusual design effects such as Multiplane Embossing, shaded and marbled inset blocks. Streamlining of the embossing assures ease of cleaning.

## PRINTED LINOLEUM

Mellow Tone Marbling is an exclusive feature found in five Armstrong's Printed Linoleum patterns.

## LINOFLOR

**Safety-Back**—An exclusive feature of Linoflor is a special Safety-Back which permits cementing the goods direct to the floor and removing it later without damage to the subfloor. The wide assortment of up-to-the-minute designs in Inlaid Linoflor and the handsome colors in Marbelle Linoflor also are important features that are appreciated by consumers.

## FELT-BASE RUGS AND PIECE GOODS

**Safety-Back**—Armstrong's Quaker Floor Covering also has the exclusive Safety-Back which makes it possible to paste felt-base floor covering direct to wood floors, and to be able to remove it later, simply, easily, and without damage to the subfloor.

**Extra-wide Goods**—Both Armstrong's Quaker and Standard Rugs and Floor Covering are made in exclusive twelve-foot widths. This results in the better fitting of more rooms with felt-base rugs, and in seamless floors for a larger number of rooms.

**Novelty and Picture Rugs**—All Armstrong patterns are distinctive, but the Quaker Map and Play Rugs have an especially wide appeal.

**Mellow Tone Marbling**—By an exclusive process, the marble effects in Armstrong's Quaker Line have a new realism, quite unlike ordinary marbling in felt-base.

**Jaspé-like patterns**—Another new process was developed by Armstrong to obtain the effect of Jaspé linoleum in several Standard Floor Covering patterns.

## MASTIC ARMOFLOR

Mastic Armoflor, an exclusive and entirely different basic flooring material, is described on page 337. This long-lasting, easily-maintained flooring consists of a calendered mastic mix keyed to a backing of tough asphalt-saturated felt. It is pasted direct to the subfloor without the use of lining felt of any kind.

## LINOWALL

Several distinctive Linowall patterns—plain pastel colorings, dark colorings suitable for wainscoting, walnut, pine, soft burled pastel patterns, and embossed tile effects—are exclusive Armstrong developments and are found in no other line of wall coverings. In addition to these style advantages, Linowall has many other features that endow it with wide popular appeal. It is a truly washable and waterproof wall covering that can be quickly and safely cleaned by rubbing it with a damp cloth. It is flexible and can be curved around inside and outside corners, or from the wall onto the ceiling without unsightly seams. It costs only about half as much as other permanent materials.



## FELT-LAYER METHOD

Having developed a top-quality product, Armstrong developed the felt-layer method of installing it. This development played an important part in helping to establish linoleum as an attractive and dependable flooring for all types of structures and has contributed largely to the broadening use of linoleum all over the house in the residential market. This is the only method that has been tested by more than twenty years of service in homes and busy buildings. It produces a better flooring job because Armstrong's Green Lining Felt, which has more "give" than linoleum, protects the linoleum from splitting and cracking when wood subfloors expand or contract.

Lining felt is also desirable because it conceals the outline of the floor boards; makes the floor quieter, warmer, and more restful. In addition, the use of lining felt simplifies removal and re-use of the linoleum. This is important to occupants of rented properties.

## ARMSTRONG ADVERTISING

With the assurance that its product and installation method filled a real need, Armstrong has for twenty-three years advertised in the leading national magazines. As a result, the name "Armstrong" has become synonymous with linoleum, and the idea of linoleum for every room in the house has won definite acceptance. To supplement this long-range national advertising, Armstrong has developed a number of services especially for the assistance of merchants.

## BUREAU OF INTERIOR DECORATION

Armstrong's Bureau of Interior Decoration provides a design service that makes linoleum floors easier to sell. It furnishes prospects with complete room color schemes, including swatches of wall paper, wood trim, upholstery, curtain fabrics, and rugs, as well as the recommended linoleum and Linowall patterns; and prepares designs of special Custom-Craft floors for merchants to use as an aid in selling specific jobs.

## RETAIL ADVERTISING SERVICE

The Customer's Service Section of the Advertising Department offers a real aid to merchants in planning their local advertising: newspaper, direct mail, or radio. In addition, a complete assortment of attractive literature and display material is supplied regularly to merchants for use in their own promotional activities.

## LINOLEUM LOGIC

Now in its twenty-fifth year, Linoleum Logic is the recognized trade paper of the retail linoleum business. Successful merchandising methods employed by individual retailers, new markets for the sale of hard surface floorings, outstanding installation pictures, editorials by prominent retailers, display ideas, hints for layers—all are brought to the attention of merchants through this free monthly newspaper.

## BUREAU OF RETAIL MERCHANDISING

The Armstrong Bureau of Retail Merchandising acts as a clearing house of linoleum information, making the experiences of hundreds of merchants available to other merchants. The bureau offers a training program for employees of retail stores. It plans linoleum departments and display devices. It publishes "The Salesmanship Guidebook," a 128-page volume containing a wealth of information for the retail salesman; "Stock Control—A Key to Profits," outlining a simplified system for the linoleum department; "The Business Side of Linoleum Installation," a survey of workroom and laying methods in 223 stores, with time studies; "Job Control," based on a two-year study of procedures controlling all stages of a job.

## LAYING SCHOOL

The services of the Armstrong Laying School are available to those merchants who wish their mechanics to learn the latest methods of installing linoleum, sink tops, cove base, felt-base, and Linowall. There is no cost except travel and living expenses in Lancaster.

## FELT-LAYER METHOD IS BACKED BY YEARS OF SUCCESSFUL PERFORMANCE



Armstrong's Lining Felt is pasted over the subfloor with Armstrong's Linoleum Paste.



Armstrong's Linoleum is firmly pasted to the felt with Armstrong's Linoleum Paste.



Next, the linoleum is joined with almost invisible seams, then rolled and weighted.



# ARMSTRONG'S LINOLEUM FLOORS



LEFT—Old bathrooms are hard to decorate unless the floor is part of the picture. In this one, the floor is Armstrong's Marbelle Linoleum No. 021 with special inset of Coral No. 49. Easier housekeeping is assured, since a light dusting, an occasional washing and freshening up with Armstrong's Linogloss Wax are all the care needed. And note the walls—Armstrong's Linowall, Black 703 and Peach 705.

RIGHT—This guest room formerly was waste space in the attic. Such room transformation is easy and inexpensive with Armstrong's Linoleum. Many homemakers are discovering hidden beauty in their homes through the magic touch of color and design in the floor. Here a distinctive effect is obtained with Armstrong's Beige Jaspé No. 7 with Linostrips of turquoise, coral, and chartreuse. Walls are Armstrong's Temlok De Luxe.



LEFT—This room does extra duty. In the morning it's a sewing-room. After school it's a study. And after dinner it's that home office that Dad has been asking for. Yet despite these extra uses, this room always looks its best. The easy-to-clean, long-lasting floor of Armstrong's Linoleum, Embossed No. 6271, is the answer. It's built for extra duty.



# ARMSTRONG'S LINOLEUM FLOORS



*This kitchen has a floor that is not only practical and easy-to-clean, but also one that is colorful and gay. It's Armstrong's Embossed Inlaid Linoleum No. 5601, firmly cemented in place over felt—the only approved method.*



*It's hard to believe that this family game room was once a cluttered attic. Armstrong's Jaspé Linoleum in apple green and hunter green, with special compass design in plain colors, completely hides the old attic boards.*



*Like the warm handclasp of a friend, this entrance hall bids you "Come in—and welcome!" Its cheerful personality starts with a special floor of Armstrong's Monobelle Linoleum 043, inset with white and chartreuse.*



*Fabric rugs and furnishings take on new charm against this floor of Armstrong's Linoleum (teak brown Jaspé with novel border). Linoleum also provides a decorative floor when rugs are stored during the summer months.*



# ARMSTRONG'S LINOLEUM FLOORS

## HOME OWNERS COMMEND LINOLEUM



Mrs. Martin L. Hampton, Sunset Island, Miami Beach, Florida, writes:

"I decided on Armstrong's Linoleum because I found such a beautiful range of colors. It is a joy to have our home completely equipped with linoleum floors. We have had many compliments on our floors."

Mrs. Katherine L. Frazer, Oxford, Ohio, writes:

"In planning the interior of my new home, I considered nothing but linoleum for my entire downstairs, because it lends itself so perfectly to modern treatment."

"I have been impressed with the ease in caring for these floors with Armstrong's Liquid Wax."

"There is the added satisfaction of sanitation which I have never experienced with other floor coverings. There are no longer any worries of permanent ruin when something is accidentally spilled."



W. C. Griffith, Indianapolis, Indiana, writes:

"We used Armstrong's Linoleum in four of the nine rooms in our country house. In addition, we also put it down in all hallways and baths. We used Armstrong's Linowall in two of the baths, and Mrs. Griffith is very much pleased with the entire installation."

"The attractive coloring and special inset add greatly to the individuality of the different rooms, and we have found that, from a practical standpoint, it is much easier to clean and more sanitary than any other kind of floor covering."



# ARMSTRONG'S LINOLEUM FLOORS FOR EVERY ROOM IN THE HOUSE



Mrs. Viola M. Hunt, Rosemont, Pennsylvania, writes:

"In 1930, I built a house at Devon, Pennsylvania, in which I used Armstrong's Linoleum in all the rooms on the first floor.

"When I decided to build at Rosemont last year, it was a foregone conclusion that I would use Armstrong's Linoleum throughout the entire house.

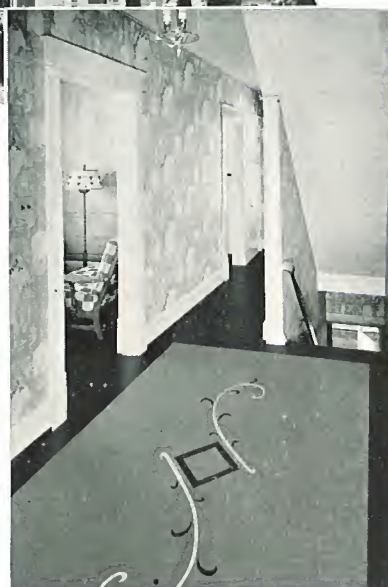
"I have had experience with hardwood floors in other houses; and the linoleum is so much easier to take care of, so much quieter, and more resilient to walk on, that there is no comparison."



Mrs. J. B. Wallace, Cleveland, Ohio, writes:

"I am taking this opportunity to advise of our complete satisfaction in Armstrong's Linoleum and Rubber Tile recently installed in our home.

"We have either Armstrong's Linoleum or Rubber Tile in practically every room in the house, including the entire areas of two bathrooms, which makes them modern, colorful, and practical as well as spotlessly clean in appearance and very beautiful."



Mrs. Victor S. Sandrock, St. Louis County, Missouri, writes:

"When planning our new house, I noticed in the *House Beautiful* magazine a dining-room floor covered with Armstrong's Linoleum. I thought it beautiful in addition to being serviceable, so I consulted our architects and they highly recommended the use of your product.

"The completed floor is one of beauty, and I find that a floor of this kind in a dining-room is very desirable due to the ease with which it can be kept clean.

"We have received many compliments upon the design and color of the floor. I am very happy with it."





# ARMSTRONG'S LINOLEUM FLOORS



LEFT—Gimbel Brothers Toy Department, New York. Frederic A. Gimbel, Vice-President, says: "These new Armstrong Floors have cut down losses on damaged merchandise. They have also simplified our cleaning operations. Our clerks are enthusiastic about the new comfort underfoot Armstrong's Linoleum gives them. And all of us are mighty proud of the sales-attracting atmosphere these Armstrong's Linoleum Floors have created."

RIGHT — Art Department students of the Piedmont Beach Schools in California decorated this kindergarten. You see the results here. And also a convincing demonstration of the unusual floor effects now possible with Armstrong's Linoleum. This original design was carried out with a field of Armstrong's Marbelle Linoleum, and unique insets of plain colors. Seats and table tops also are linoleum-covered.



LEFT—Merchants find their best silent salesman right at their feet when they put floor space to work with eye-appealing Armstrong's Linoleum. But does it really work? We quote the Wonder Clothes Stores, of Baltimore, Md.: "Armstrong's Linoleum unquestionably has played an important part in the growing sales of our newest Wonder Clothes unit!" This special floor design was created by combining Armstrong's Jaspé, Marbelle, and Plain Linoleum.



# ARMSTRONG'S LINOLEUM FLOORS



Floors help sell flowers for the Russell Floral Shop of Cleveland, Ohio. This pleasing design of Armstrong's Linoleum illustrates very effectively how floors of distinction and originality can be created for a place of business.



Named after the famous Early American maker of glass, this Baron Stiegel Room of the Hotel Brunswick, Lancaster, Pa., greets each guest with an atmosphere of fine living. Its attractive floor is Armstrong's Plain Linoleum.



There's a sales idea for countless businesses in this dining-room of the Sylvan Lake Hotel, Custer State Park, S. Dakota. It shows how floors of Armstrong's Linoleum carry out the personality of any type of business.



Showmanship sells in this New York display room of Kensington, Inc. And it's showmanship that starts with a fine floor of Armstrong's Plain Linoleum that was specially created by Lurelle V. A. Guild, famous designer.



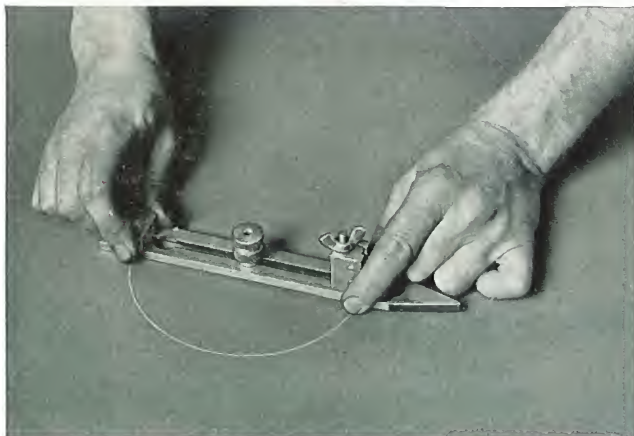
# CUSTOM-CRAFT FLOORS EASILY CREATED TO MEET EVERY NEED AND EVERY PURSE



*Ready-Cut Linosets offer the easiest method of producing custom floors. The Linoset is inserted as a unit in an opening cut in the field. See designs on pages 15, 16, 17, and 18.*



*Die-Cut designs simplify the creation of individualized Linosets by eliminating slow and expensive hand-cutting. Dies cutting ten basic shapes are included in the outfit.*



*More intricate custom floors and Linostrips can be laid out readily and cut with Armstrong's Universal Scriber, which may also be employed for all kinds of scribing.*

**A**DDITION of four new Ready-Cut Linosets to the 1940 line is further evidence of the success of Armstrong's efforts to bring custom-designed floors within reach of the average pocketbook through its Custom-Craft Floor Program. Moreover, the growing use of Custom-Craft Dies and the instant acceptance of the Universal Scriber as a means of producing even more intricate Linosets prove that the idea of designed-to-order floors has won definite recognition from architects, decorators, and home owners everywhere.

## READY-CUT LINOSETS

Armstrong's Ready-Cut Linosets provide the easiest and most economical means of incorporating special insets in linoleum floors and Linowall. Created by the Armstrong Bureau of Interior Decoration with the same skill, taste, and care that are employed in producing exclusive designs for the finest homes, these Linosets have wide appeal from the standpoint of economy. Furnished with all the parts bound in place, they can be inserted in the field linoleum as a unit, simply by cutting out a square or circle of the same size. No intricate measuring, scribing, or cutting is required; and there is no waste of material or time. A wide assortment of smart designs is available for use in many commercial areas as well as in homes.

Ready-Cut Linosets are supplied in Heavy, Medium, and Standard Gauges, but they may be used with  $\frac{3}{16}$ " or 6 mm. linoleum by building them up to the proper level with lining felt. They may also be beveled at the edges and inserted in Armstrong's Linowall.

## DIE-CUT LINOSETS

Die-Cut Linosets, made with Armstrong's Custom-Craft Dies, permit the creation of Linosets which are more highly individualized than Ready-Cut Linosets, but which can be produced quickly by any good linoleum mechanic. The ten die shapes form thousands of artistic effects, a few of which are shown on page 19.

The complete outfit consists of ten dies, a pounding plate, and a hammer, packed in a strong maple chest.

## DESIGNS CUT WITH UNIVERSAL SCRIBER

Where utmost originality is required, special designs can be planned by architects, decorators, owners, or the Armstrong Bureau of Interior Decoration, and cut to order either at the Armstrong factory or by the linoleum mechanic. Where the latter method is employed, Armstrong's Universal Scriber will be found to be an invaluable tool, since—in addition to performing various kinds of scribing—it cuts  $\frac{3}{4}$ " to 7'1" circles, and straight or circular Linostrips  $\frac{1}{4}$ " to 6" wide.



# ARMSTRONG'S READY-CUT LINOSETS



**Anchor Design No. 934A**

Size: 24" x 24"

Colors: 30, 23, and 28

Code Words: Heavy (1/8") Gauge... LSDAK,  
Medium Gauge... LSDID, Standard Gauge... LSDLA



**Anchor Design No. 934B**

Size: 24" x 24"

Colors: 23, 28, and 30

Gauges and Code Words—See 934A



**Anchor Design No. 934C**

Size: 24" x 24"

Colors: 28, 30, and 23

Gauges and Code Words—See 934A



**Tropical Fruit Design No. 939A**

Size: 12" x 12"

Colors: 25, 21, 48, and 33

Code Words: Heavy (1/8") Gauge... LSFGR,  
Medium Gauge... LSFHS,  
Standard Gauge... LSFIT



**Tropical Fruit Design No. 939B**

Size: 12" x 12"

Colors: 48, 21, 25, and 33

Gauges and Code Words—See 939A



**Tropical Fruit Design No. 939C**

Size: 12" x 12"

Colors: 33, 21, 25, and 48

Gauges and Code Words—See 939A

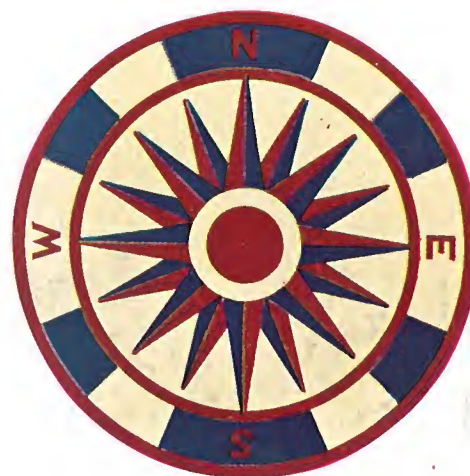


**Tropical Fruit Design No. 939D**

Size: 12" x 12"

Colors: 21, 25, 33, and 48

Gauges and Code Words—See 939A



**Compass Design No. 933A**

Size: 24" diameter

Colors: 23, 29, and 40

Code Words: Heavy (1/8") Gauge... LSCOV,  
Medium Gauge... LSCUS, Standard Gauge... LSCYX



**Compass Design No. 933B**

Size: 24" diameter

Colors: 29, 23, and 40

Gauges and Code Words—See 933A



**Compass Design No. 933C**

Size: 24" diameter

Colors: 40, 23, and 29

Gauges and Code Words—See 933A



# ARMSTRONG'S READY-CUT LINOSETS



**Fruit Design No. 926A**  
Size: 24" x 24"  
Colors: 30, 33, 39, and 48  
Code Words: Heavy (1/8") Gauge...LSAKY,  
Medium Gauge...LSALZ, Standard Gauge...LSAMD



**Fruit Design No. 926B**  
Size: 24" x 24"  
Colors: 33, 39, 30, and 48  
Gauges and Code Words—See 926A



**Fruit Design No. 926C**  
Size: 24" x 24"  
Colors: 39, 48, 30, and 33  
Gauges and Code Words—See 926A



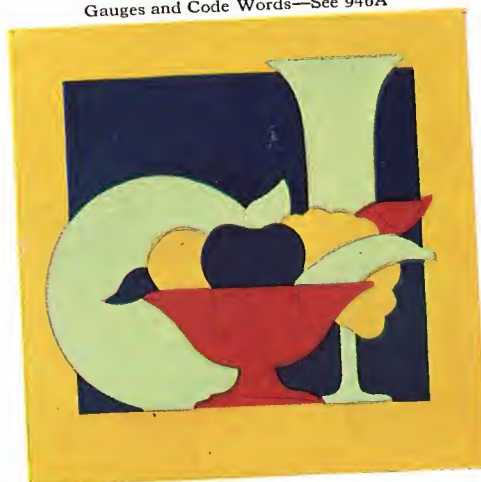
**Flamingo Design No. 946A**  
Size: 18" diameter  
Colors: 21, 23, and 45  
Code Words: Heavy (1/8") Gauge...LSHKD,  
Medium Gauge...LSHLE,  
Standard Gauge...LSHMF



**Flamingo Design No. 946B**  
Size: 18" diameter  
Colors: 23, 45, and 21  
Gauges and Code Words—See 946A



**Flamingo Design No. 946C**  
Size: 18" diameter  
Colors: 45, 21, and 23  
Gauges and Code Words—See 946A



**Fruit Design No. 926D**  
Size: 24" x 24"  
Colors: 48, 30, 33, and 39  
Gauges and Code Words—See 926A



**Sea Horses Design No. 941A**  
Size: 9" x 9"  
Colors: 23, 27, and 49  
Code Words: Heavy (1/8") Gauge...LSFMX, Medium Gauge...LSFNY, Standard Gauge...LSGDA



**Sea Horses Design No. 941B**  
Size: 9" x 9"  
Colors: 27, 23, and 49  
Gauges and Code Words—See 941A



**Sea Horses Design No. 941C**  
Size: 9" x 9"  
Colors: 49, 23, and 27  
Gauges and Code Words—See 941A



**Teakettle Design No. 942A**  
Size: 9" x 9"  
Colors: 29, 23, and 24  
Code Words: Heavy (1/8") Gauge...LSGEW, Medium Gauge...LSGJI, Standard Gauge...LSGLT



**Teakettle Design No. 942B**  
Size: 9" x 9"  
Colors: 24, 23, and 29  
Gauges and Code Words—See 942A



**Teakettle Design No. 942C**  
Size: 9" x 9"  
Colors: 23, 24, and 29  
Gauges and Code Words—See 942A



# ARMSTRONG'S READY-CUT LINOSETS



**Ship Design No. 940A**  
Size: 12" x 12"  
Colors: 30, 23, and 43  
Code Words: Heavy (1/8")  
Gauge...LSFJU, Medium  
Gauge...LSFKV, Stand-  
ard Gauge...LSFLW



**Ship Design No. 940B**  
Size: 12" x 12"  
Colors: 43, 23, and 30  
Gauges and Code Words—  
See 940A



**Ship Design No. 940C**  
Size: 12" x 12"  
Colors: 23, 30, and 43  
Gauges and Code Words—  
See 940A



**Cup and Saucer Design No. 927A**  
Size: 24" x 24"  
Colors: 23, 48, and 30  
Code Words: Heavy (1/8") Gauge...LSANK,  
Medium Gauge...LSAOJ, Standard Gauge...LSARG



**Mixing Bowl Design No. 945A**  
Size: 12" x 12"  
Colors: 45, 30, and 39  
Code Words: Heavy (1/8")  
Gauge...LSHHA, Medium  
Gauge...LSHIB, Stand-  
ard Gauge...LSHJC



**Mixing Bowl Design No. 945B**  
Size: 12" x 12"  
Colors: 39, 45, and 30  
Gauges and Code Words—  
See 945A



**Mixing Bowl Design No. 945C**  
Size: 12" x 12"  
Colors: 30, 39, and 45  
Gauges and Code Words—  
See 945A



**Porpoise Design No. 944A**  
Size: 12" x 12"  
Colors: 21, 42, and 33  
Code Words: Heavy (1/8")  
Gauge...LSHEX, Medium  
Gauge...LSHFY, Stand-  
ard Gauge...LSHGZ



**Porpoise Design No. 944B**  
Size: 12" x 12"  
Colors: 42, 33, and 21  
Gauges and Code Words—  
See 944A



**Porpoise Design No. 944C**  
Size: 12" x 12"  
Colors: 33, 21, and 42  
Gauges and Code Words—  
See 944A



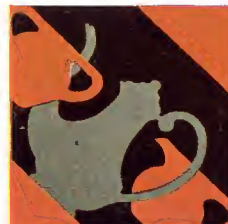
**Cup and Saucer Design No. 927B**  
Size: 24" x 24"  
Colors: 30, 23, and 48  
Gauges and Code Words—See 927A



**Tea Service Design No. 943A**  
Size: 12" x 12"  
Colors: 24, 46, and 41  
Code Words: Heavy (1/8")  
Gauge...LSHBU, Medium  
Gauge...LSHCV, Stand-  
ard Gauge...LSHDW



**Tea Service Design No. 943B**  
Size: 12" x 12"  
Colors: 41, 24, and 46  
Gauges and Code Words—  
See 943A



**Tea Service Design No. 943C**  
Size: 12" x 12"  
Colors: 46, 41, and 24  
Gauges and Code Words—  
See 943A



**Cup and Saucer Design No. 927C**  
Size: 24" x 24"  
Colors: 48, 30, and 23  
Gauges and Code Words—See 927A



**Breakfast Table Design No. 938A**  
Size: 12" x 12"  
Colors: 24, 23, and 39  
Code Words: Heavy (1/8")  
Gauge...LSFDO, Medium  
Gauge...LSFEP, Stand-  
ard Gauge...LSFFO



**Breakfast Table Design No. 938B**  
Size: 12" x 12"  
Colors: 23, 24, and 39  
Gauges and Code Words—  
See 938A



**Breakfast Table Design No. 938C**  
Size: 12" x 12"  
Colors: 39, 23, and 24  
Gauges and Code Words—  
See 938A



# ARMSTRONG'S READY-CUT LINOSETS



**Crossed Arrows Design No. 925A**  
Size: 18" x 24"

Colors: 25, 23, 27, and 45  
Code Words: Heavy ( $\frac{1}{8}$ ") Gauge...LSAFU, Medium Gauge...LSAGT, Standard Gauge...LSAIX



**Crossed Arrows Design No. 925B**  
Size: 18" x 24"

Colors: 27, 23, 25, and 45  
Gauges and Code Words—See 925A



**Crossed Arrows Design No. 925C**  
Size: 18" x 24"

Colors: 23, 25, 27, and 45  
Gauges and Code Words—See 925A



**Fish Design No. 932A**  
Size: 18" x 18"

Colors: 43, 30, and 38  
Code Words: Heavy ( $\frac{1}{8}$ ") Gauge...LSBYD, Medium Gauge...LSCAD, Standard Gauge...LSCEC



**Fish Design No. 932B**  
Size: 18" x 18"

Colors: 38, 30, and 43  
Gauges and Code Words—See 932A



**Fish Design No. 932C**  
Size: 18" x 18"

Colors: 30, 38, and 43  
Gauges and Code Words—See 932A



**Crossed Arrows Design No. 925D**  
Size: 18" x 24"

Colors: 45, 23, 25, and 27  
Gauges and Code Words—See 925A



**Chanticleer Design No. 937A**  
Size: 18" x 18"

Colors: 27, 23, 41, and 48  
Code Words: Heavy ( $\frac{1}{8}$ ") Gauge...LSFAL, Medium Gauge...LSFBM, Standard Gauge...LSFCN



**Chanticleer Design No. 937B**  
Size: 18" x 18"

Colors: 48, 41, 27, and 23  
Gauges and Code Words—See 937A



**Chanticleer Design No. 937C**  
Size: 18" x 18"

Colors: 23, 27, 48, and 41  
Gauges and Code Words—See 937A



**Chanticleer Design No. 937D**  
Size: 18" x 18"

Colors: 41, 48, 23, and 27  
Gauges and Code Words—See 937A



# ARMSTRONG'S LINOWALL IS PERMANENT WASHABLE LINOLEUM-LIKE WALL COVERING

ARMSTRONG'S Linowall is a permanent, beautiful, easy-to-clean wall covering made of a resilient inlaid composition (similar to that employed in Armstrong's Linoleum) processed on a closely woven flexible fabric backing. It has the characteristically smooth surface of linoleum; and the heavy facing of inlaid color is  $\frac{1}{20}$ " thick, which assures much greater durability than is afforded by tile and marble substitutes which are made with a film finish that measures only a few thousandths of an inch in thickness.

Linowall is resilient and does not chip or crack when bumped by furniture. Unlike rigid materials, it has sufficient flexibility to withstand moderate settling of walls without cracking or buckling. Surface moisture does not injure it. Linowall itself is waterproof; and the seams also can be made waterproof.

At less cost, Linowall offers

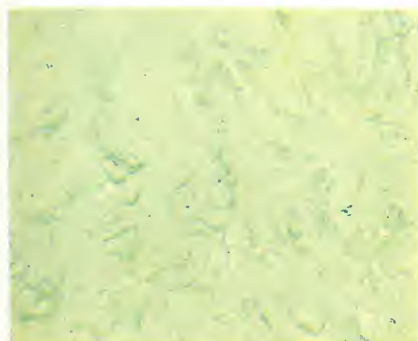
practically all the advantages of other permanent wall treatments and in many instances affords qualities not obtainable in other materials. Properly installed, it affords a lifetime finish that is attractive, sanitary, and waterproof. It will be found to be a real economy because, unlike most wall coverings, it does not have to be periodically replaced or refinished. Dirt, grease, and smoke or water marks can easily be removed by wiping the surface of Linowall with a damp cloth.

Like linoleum floors, walls covered with Armstrong's Linowall can be made more distinctive by inlaying special figures cut from Linowall of other colors or from linoleum. A recent development is the insertion in Linowall of figures carved in bas-relief from linoleum.

Striking effects can also be obtained by using Linowall with chromium stripping or other metal decoration.

## LINOWALL COLORS

Large color reproductions of all patterns and information on Linowall and Linowall accessories will be found in Armstrong's Linowall Pattern Book.



No. 700 Green Linowall  
Rolls and Units—1 and 2 yards wide



No. 702 Travertine Linowall  
Rolls and Units—1 and 2 yards wide



No. 703 Black Linowall  
Rolls and Units—1 and 2 yards wide



No. 704 Ivory Linowall  
Rolls and Units—1 and 2 yards wide



No. 705 Peach Linowall  
Rolls and Units—1 and 2 yards wide



No. 706 Tan Linowall  
Rolls and Units—1 and 2 yards wide

All patterns in Armstrong's Linowall are also available in the following standard units:

Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)  
Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)  
Half-size Standard Unit: 1-yard width—3 feet wide x  $4\frac{1}{2}$  feet high, four to a package (6 square yards)  
Half-size Standard Unit: 2-yard width—6 feet wide x  $4\frac{1}{2}$  feet high, two to a package (6 square yards)

Code words for the complete Linowall line are listed on page 350.



# ARMSTRONG'S LINOWALL

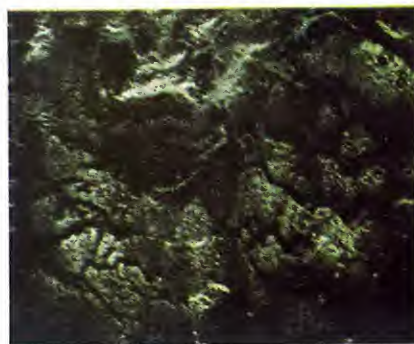
ARMSTRONG'S



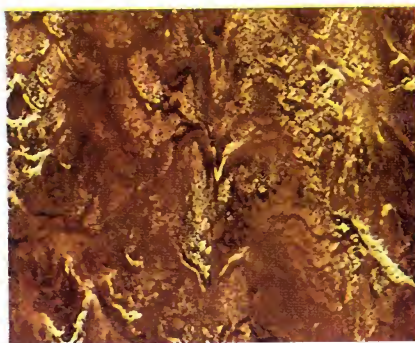
**No. 707 Mother-of-Pearl Linowall**  
Rolls and Units—1 and 2 yards wide



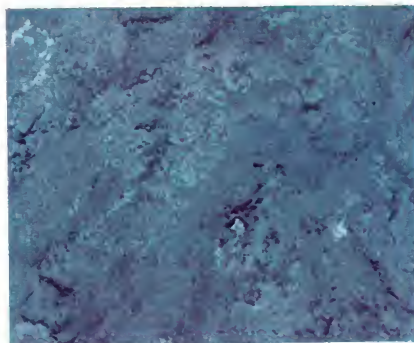
**No. 708 Primrose Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 709 Verde Antique Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 710 Sienna Red Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 711 Mountain Blue Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 731 Colonial Blue Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 732 Dove Gray Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 733 Mulberry Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 734 Canary Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 735 Pine Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 736 Walnut Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 737 Parchment Linowall**  
Rolls and Units—1 and 2 yards wide

All patterns in Armstrong's Linowall are also available in the following standard units:

Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)  
Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)  
Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)  
Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)

Code words for the complete Linowall line are listed on page 350.

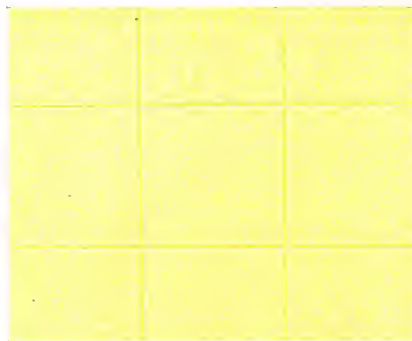


# ARMSTRONG'S LINOWALL

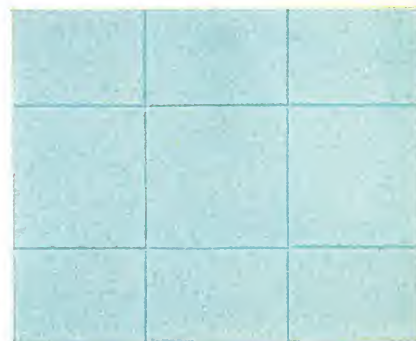
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**No. 738 Sage Linowall**  
Rolls and Units—1 and 2 yards wide



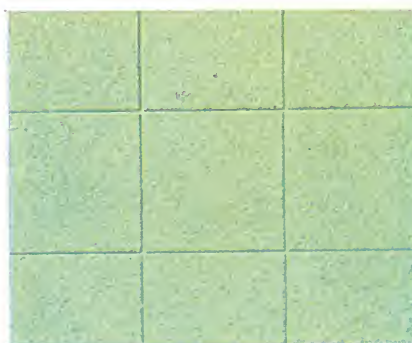
**No. 750 Yellow Linowall**  
Rolls and Units—1 and 2 yards wide



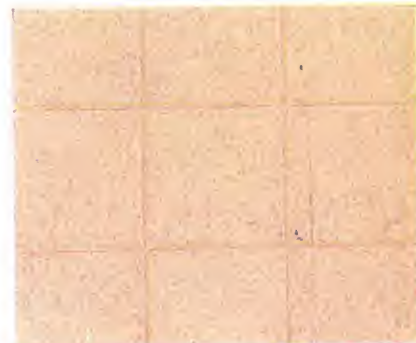
**No. 751 Blue Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 752 Ivory Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 753 Green Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 754 Rose Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 770 Foam White Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 771 Light Azure Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 772 Daisy Yellow Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 773 Pale Jade Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 774 Rose Coral Linowall**  
Rolls and Units—1 and 2 yards wide



**No. 775 Dawn Gray Linowall**  
Rolls and Units—1 and 2 yards wide

All patterns in Armstrong's Linowall are also available in the following standard units:

Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)  
Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)  
Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)  
Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)

Code words for the complete Linowall line are listed on page 350.





ARMSTRONG'S

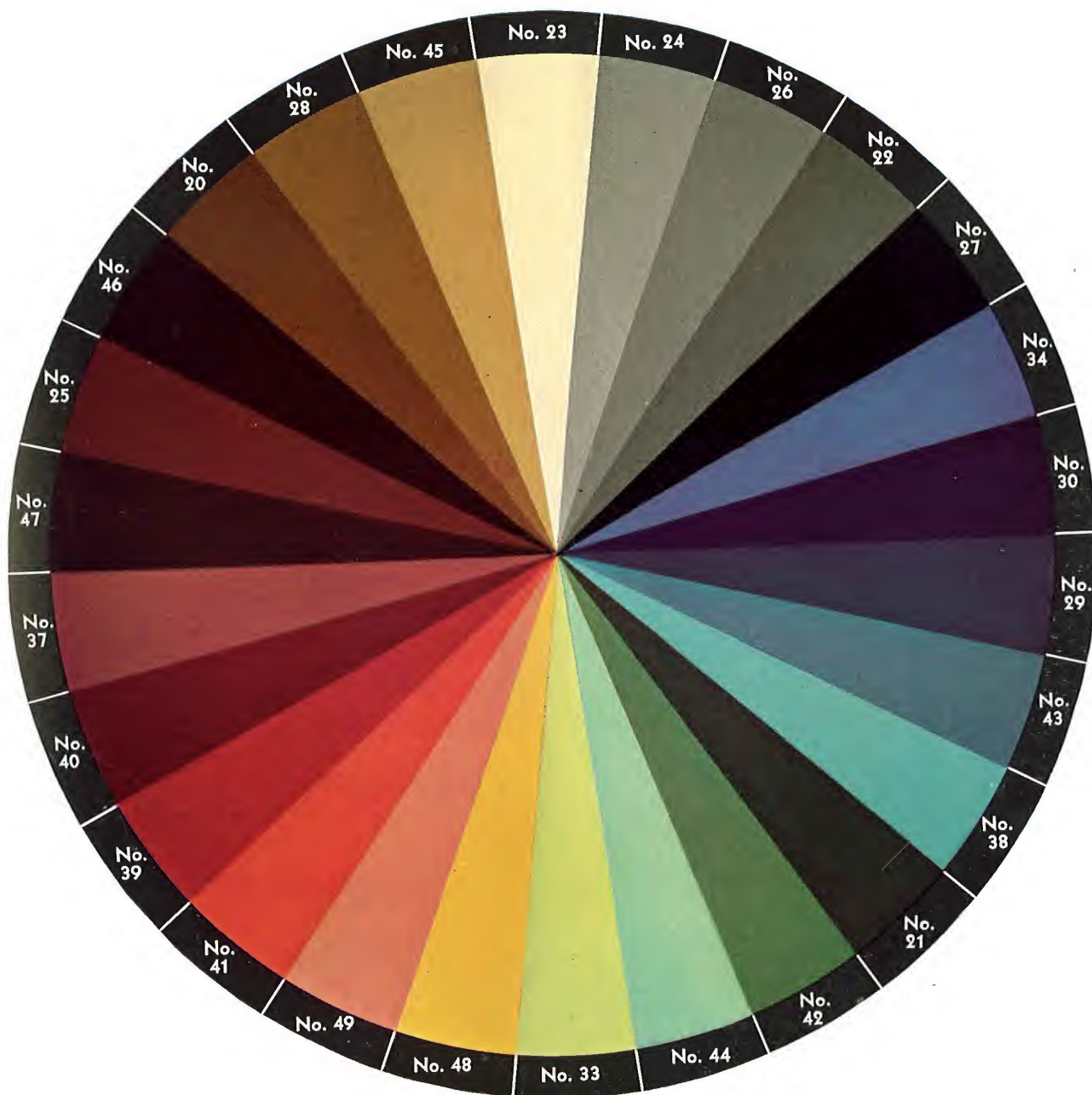
### WIDE ASSORTMENT OF GRADUATED COLORS IN PLAIN LINOLEUM IMPORTANT AID TO PLANNING HARMONIOUS DESIGNS

Harmonious custom floor effects are readily achieved with Armstrong's Plain Linoleum, thanks to the twenty-six carefully graduated colors which are available in this outstanding section of the Armstrong Line. The chart and text on page 25 illustrate and explain how these colors are blended so that tones of the same color look well together, and so that the corresponding tones of different colors combine pleas-

ingly. Designers of custom floors will note particularly the generous assortment of the lighter and more decorative colors in the pastel tints. The attractive effects that may be obtained and the importance of floors in selling are illustrated by the floor in the Washington Shoe Store of B. Rich's Sons. Here a special design of Terra Cotta No. 25, Oriental Blue No. 43, and feature strips of White No. 23 was used.



## TWENTY-SIX SMART COLORINGS HARMONIZE IN ARMSTRONG'S PLAIN LINOLEUM LINE



*Above is illustrated the step-by-step gradation of tones that is an important feature of Armstrong's Line of Plain Linoleum. Notice how, in each color group, the tones progress in easy, pleasing stages from the darker to the lighter shades.*

**S**TRIKING evidence of the fact that Armstrong's 1940 Line of Plain Linoleum is "color-harmonized" for maximum artistic effectiveness will be found in the interesting Color Harmony Wheel illustrated above.

Each of the colors in this wheel is a Plain linoleum pattern. Starting with No. 23 White, notice how the line is toned through three gradations of gray to reach No. 27 Black. Again, observe how the blues blend

imperceptibly into each other and into the various tones of green and No. 48 Yellow. Likewise, in the reds and browns, the color line is balanced for perfect harmony when custom floors are created either with tones of the same color or with widely assorted colors.

Another important feature, which is not so readily evident from the Color Wheel, is the fact that any given tone of any one color is such that it can be used



## ARMSTRONG'S BATTLESHIP AND PLAIN LINOLEUM

next to the corresponding tone of another color without producing an abrupt, "jumpy" effect in the finished floor. Today, with custom floors becoming more complicated in coloring, this feature is one of real merit.

### SIMPLIFIES BORDER SELECTION

A still further advantage to be found in this gradation of the twenty-six colors in Plain linoleum is that it greatly simplifies the selection of suitable borders and Linostrips. The pastel colorings again are valuable in this respect, since they are so close in tone to the lighter colors that appear so prominently in the current patterns of Marbelle, Monobelle, and Inlaid linoleum.

### PASTEL COLORS ADD INTEREST

A fact of special interest in this line of Plains is the generous assortment of the lighter and more decorative colors in the pastel tints. These colors not only contribute greatly to the interest of inset designs, but

they also have wide appeal as field colors in rooms where the more modern styles of decoration are employed. For example, in restaurants, theatres, powder rooms, grills, clubs, and similar places where striking decorative treatments are commonly used, these colors are invaluable. They may also be used with pleasing effect where the delicate colors of Linowall are being installed on walls and wainscots.

### PLAINS ARE PRACTICAL

It should not be forgotten that Plains are a thoroughly practical and serviceable flooring material—especially in the three Battleship gauges: 6 mm.,  $\frac{3}{16}$ -inch, and Heavy. The colors run through the full thickness of the resilient composition of the burlap back. As a result, scuffing feet and scraping furniture do not mar the beauty of color for which these patterns are noted. Therefore, the floor retains its freshness and beauty indefinitely, and maintenance is greatly simplified.



No. 20 Brown

Code Words: 6mm. Gauge...OVOZI,  $\frac{3}{16}$ " Gauge...OVRIJ,  
 $\frac{1}{8}$ " Gauge...OBEIB, Medium Gauge...OVTAN,  
Standard Gauge...OVUTA. 2 yards wide only.

#### Suggested Color Scheme for Powder Room

Border.....No. 20	Trim.....Canary yellow
Linostrips.....Nos. 48 and 25	Curtain.....Yellow chintz with
Linowall, Full.....No. 708	red brown and yellow brown design
Cove and Base..Flash Type, No. 20	Upholstery.....Red brown taffeta



No. 21 Evergreen

Code Words:  $\frac{3}{16}$ " Gauge...OVRUH,  $\frac{1}{8}$ " Gauge...OBELF,  
Medium Gauge...OVTHY, Standard Gauge...OVYAG. 2 yards wide only.

#### Suggested Color Scheme for Living-room

Border.....No. 21	Ceiling.....Plain silver paper
Linostrips.....Nos. 24 and 23	Trim.....White
Cove and Base.....Wood	Curtain.....Silver gray silk
Wall.....Silver and white modern	Upholstery.....Green, gray
paper and white paint	Rug.....Green



No. 22 Dark Gray

Code Words:  $\frac{3}{16}$ " Gauge...OVRON,  $\frac{1}{8}$ " Gauge...OBENZ,  
Medium Gauge...OVTEJ, Standard Gauge...OVUVE. 2 yards wide only.

#### Suggested Color Scheme for Bathroom

Linostrips.....Nos. 39, 24, and 23	Trim.....White
Linowall, Full or Dado...No. 752	Curtain.....White oiled silk
Cove and Base..Flash Type, No. 22	Upholstery.....White
Upper Wall.....Red paint	Rug.....Gray



No. 23 White

Code Words:  $\frac{1}{8}$ " Gauge...OBODS, Medium Gauge...OBOFU,  
Standard Gauge...OVIEK. 2 yards wide only.

#### Suggested Color Scheme for Bathroom

Border.....No. 23	Upper Wall..Green and white paper
Linostrips.....Nos. 33, 42, and 44	Trim.....White—trim of green
Linowall, Full or Dado...No. 753	Curtain.....Green organdy
Cove and Base..Flash Type, No. 23	Rug.....Green string



# ARMSTRONG'S BATTLESHIP AND PLAIN LINOLEUM

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**No. 24 Pearl Gray**

Code Words:  $\frac{1}{8}$ " Gauge... OSUNG, Medium Gauge... OSUOJ,  
Standard Gauge... OSURM. 2 yards wide only.

**Suggested Color Scheme for Breakfast Room**

Border.....	No. 30	Upper Wall.....	White and yellow
Linostrips.....	Nos. 23 and 48		striped paper
Linowall, Dado.....	No. 732	Trim.....	French gray
Cove and Base.....	Flash Type, No. 30	Curtain.....	Dark blue oiled silk
		Upholstery.....	Blue

Linaset—Custom-Craft Ready-Cut Linaset No. 927



**No. 25 Terra Cotta**

Code Words:  $\frac{5}{16}$ " Gauge... OAVVAC,  $\frac{1}{8}$ " Gauge... OAVVEZ,  
Medium Gauge... OFKIT, Standard Gauge... OLFAX. 2 yards wide only.

**Suggested Color Scheme for Airport Terminal**

Border.....	No. 25	Upper Wall.....	Blue paint
Linostrips.....	Nos. 29 and 23	Trim.....	Ivory
Linowall, Full or Dado.....	No. 731	Curtain.....	Terra cotta heavy
Cove and Base.....	Flash Type, No. 25		textured fabric

Custom-Craft Linaset.....No. 933



**No. 26 Silver Gray**

Code Words:  $\frac{1}{8}$ " Gauge... OWEAV, Medium Gauge... OWEEG,  
Standard Gauge... OLFDA. 2 yards wide only.

**Suggested Color Scheme for Powder Room**

Border.....	No. 26	Upper Wall.. Paper—modern design
Linostrips.....	Nos. 27 and 22	in pearl, steel gray, ice-blue
Linowall, Full or Dado.....	No. 732	Curtain..... Gray satin
Cove and Base.. Flash Type, No. 26		Upholstery..... Gray satin or
Trim.....	Enameloid platinum	ice-blue Revolite



**No. 27 Black**

Code Words:  $\frac{3}{16}$ " Gauge... OWFAD,  $\frac{1}{8}$ " Gauge... OVMEV,  
Medium Gauge... OWFEP, Standard Gauge... OTAYB. 2 yards wide only.

**Suggested Color Scheme for Theatre Lobby or Cocktail Room**

Linostrips.....	Nos. 22 and 24	Trim... Turquoise with black accent
Linowall, Full or Dado.....	No. 704	Curtain..... Turquoise, velvet
Cove and Base.. Flash Type, No. 27		Upholstery... Rose and gold striped
Upper Wall.....	Turquoise	taffeta or satin



**No. 28 Tan**

Code Words:  $\frac{1}{8}$ " Gauge... OWEKU, Medium Gauge... OWFUR,  
Standard Gauge... OWUIS. 2 yards wide only.

**Suggested Color Scheme for Dining-room**

Linostrips.....	Nos. 46 and 20	Trim..... Semi-lustre ivory white
Cove and Base.....	Flash Type, No. 28	Curtain..... Cotton damask in
Wall.....	Deep emerald green	brown and beige
		Upholstery..... Beige or green



**No. 29 Cadet Blue**

Code Words:  $\frac{1}{8}$ " Gauge... OWELC, Medium Gauge... OWFYG,  
Standard Gauge... OVIFE. 2 yards wide only.

**Suggested Color Scheme for Bathroom**

Border.....	No. 30	Trim.....	Light blue with
Linostrips.....	Nos. 38 and 43		turquoise trim
Linowall, Full or Dado.....	No. 751	Curtain.....	Turquoise organdy
Cove and Base.. Flash Type, No. 30			with white embroidery

Linaset—Custom-Craft Ready-Cut Linaset No. 932



# ARMSTRONG'S PLAIN LINOLEUM

ARMSTRONG'S



**No. 30 Midnight Blue**

Code Words:  $\frac{1}{8}$ " Gauge... OSUSH, Medium Gauge... OSUTZ,  
Standard Gauge... OSUUV. 2 yards wide only.

**Suggested Color Scheme for Sandwich Shop**

Linostrips..... Nos. 33, 39, and 48	Upper Wall..... Chartreuse and
Linowall, Full or Dado..... No. 734	gray-blue
Cove and Base.. Flash Type, No. 30	Curtain... Flower-printed oiled silk
Trim..... Yellow and green	Upholstery..... Chartreuse
Linoset—Custom-Craft Ready-Cut Linoset No. 926	



**No. 33 Chartreuse**

Code Words:  $\frac{1}{8}$ " Gauge... OSUVO, Medium Gauge... OSUWE,  
Standard Gauge... OSUXI. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border..... No. 22	Curtain..... Fine net glass curtain
Linostrips..... Nos. 24 and 23	and chartreuse
Wall..... Gray, chartreuse, and	satin drapery
white paper	Upholstery... White and chartreuse
Trim..... Taupe	Rug..... Gray



**No. 34 Cerulean Blue**

Code Words:  $\frac{1}{8}$ " Gauge... OWUKI, Medium Gauge... OWUOD,  
Standard Gauge... OWUTA. 2 yards wide only.

**Suggested Color Scheme for Hotel Dining-room**

Border..... No. 34	Upper Wall... "Dickensian" design
Linostrips..... Nos. 23 and 39	paper, red and blue on cream ground
Die-cut shadow stars... Nos. 23, 39	Trim..... Pine
Linowall, Full or Dado... No. 735	Curtain..... Red or blue damask
Cove and Base.. Flash Type, No. 34	Upholstery..... Red or blue



**No. 37 Deep Rose**

Code Words:  $\frac{1}{8}$ " Gauge... OSUYF, Medium Gauge... OSYAF,  
Standard Gauge... OSYBT. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border..... No. 37	Trim..... White with trim
Linostrips..... No. 43	of rose
Wall..... White paper—rose and	Curtain..... Blue and white
blue stripe	celanese voile
Upholstery..... Blue	Rug..... White



**No. 38 Turquoise**

Code Words:  $\frac{1}{8}$ " Gauge... OSYCH, Medium Gauge... OSYDA,  
Standard Gauge... OSYEW. 2 yards wide only.

**Suggested Color Scheme for Powder Room in Theatre or Hotel**

Border..... No. 29	Trim..... Semi-lustre taupe
Linostrips..... Nos. 43 and 24	Curtain..... White celanese voile,
Linowall, Full or Dado... No. 704	blue draperies, turquoise border
Cove and Base.. Flash Type, No. 29	Upholstery... Powder blue or white
Upper Wall... Tassel and cord paper	Rug..... Powder blue



**No. 39 Chinese Red**

Code Words:  $\frac{1}{8}$ " Gauge... OSYGE, Medium Gauge... OSYIR,  
Standard Gauge... OSYMP. 2 yards wide only.

**Suggested Color Scheme for Night Club**

Border..... No. 39	Upper Wall... Red, black, and silver
Linostrips..... No. 27	modern plaid paper
Linowall, Dado..... No. 703	Curtain..... Gun metal Revolite
Cove and Base.. Flash Type, No. 39	Upholstery... Black patent leather
Trim..... Silver	Rug..... Silver gray



# ARMSTRONG'S PLAIN LINOLEUM

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**No. 40 Ruby**

Code Words: 1/8" Gauge...OBYFF, Medium Gauge...OBYJE,  
Standard Gauge...OLFEM. 2 yards wide only.

**Suggested Color Scheme for Recreation Room**

Border.....No. 40	Wall....Red and white zebra paper
Linostrip.....No. 23	Curtain.....Off-white serge
Cove and Base....Ivory wood	Upholstery.....Off-white serge
Trim.....Ivory	Rug.....Off-white



**No. 41 Orange**

Code Words: 1/8" Gauge...OBYLG, Medium Gauge...OBYOB,  
Standard Gauge...OLFHO. 2 yards wide only.

**Suggested Color Scheme for Breakfast Room**

Border.....No. 41	Trim.....Yellow to match
Linostrips.....Nos. 25 and 48	paper
Cove and Base..Flash Type, No. 41	Curtain.....Red brown organdy
Wall.....Brown, orange, and yellow	Upholstery.....Orange rough
plaid paper	texture cloth



**No. 42 Jade**

Code Words: 1/8" Gauge...OBYSP, Medium Gauge...OBYUX,  
Standard Gauge...OLFIJ. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border.....No. 42	Trim.....Blue-green
Linostrips.....Nos. 21 and 44	Curtain.....Green and white
Cove and Base..Flash Type, No. 42	lilac chintz
Wall.....Neutral ivory and tan	Upholstery.....White candlewick
checked paper	Rug.....White and green hooked



**No. 43 Oriental Blue**

Code Words: 1/8" Gauge...OBYXO, Medium Gauge...OBZAR,  
Standard Gauge...OWUHY. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border.....No. 47	Curtain.....White celanese voile
Linostrip.....No. 47	glass curtain and egg-
Cove and Base..Flash Type, No. 47	plant satin drapery
Wall.....Light blue with eggplant	Upholstery.....Light blue and
and white flowers	eggplant striped silk
Trim.....White	Rug.....Eggplant



**No. 44 Willow Green**

Code Words: 1/8" Gauge...OSYND, Medium Gauge...OSYOZ,  
Standard Gauge...OSYPS. 2 yards wide only.

**Suggested Color Scheme for Bathroom**

Border.....No. 44	Upper Wall..Diagonal plaid and star
Linostrips.....Nos. 27 and 23	paper in green, black, and white
Linowall, Dado....No. 703	Curtain.....White oiled silk
Cove and Base..Flash Type, No. 44	Rug.....Black and white chenille



**No. 45 Fawn**

Code Words: 1/8" Gauge...OSYRN, Medium Gauge...OSYSM,  
Standard Gauge...OSYTI. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border.....No. 43	Trim.....Taupe
Linostrips.....Nos. 37 and 23	Curtain.....Blue organdy
Wall.....Flowered paper in rose,	Upholstery.....Rose chintz
blue, and tan	Rug.....Blue



## ARMSTRONG'S BATTLESHIP AND PLAIN LINOLEUM



**No. 46 Chocolate**

Code Words:  $\frac{3}{8}$ " Gauge...OMPEX,  $\frac{1}{8}$ " Gauge...OCAEB,  
Medium Gauge...OCAIF, Standard Gauge...OLFOG. 2 yards wide only.

### Suggested Color Scheme for Bedroom

Linostrips.....Nos. 28, 45, and 23	Curtain.....Flowered chintz in
Cove and Base.....Wood	brown, peach, and beige
Wall.....Deep peach paper	Upholstery.....Brown and beige
Trim.....Deep peach	Rug.....Deep peach



**No. 47 Eggplant**

Code Words:  $\frac{1}{8}$ " Gauge...OCAMM, Medium Gauge...OCAPA,  
Standard Gauge...OWUEJ. 2 yards wide only.

### Suggested Color Scheme for Dining-room

Linostrips.....Nos. 24 and 23	Curtain.....Cretone in gray,
Cove and Base.....Wood	white, lavender, and eggplant
Wall.....Gray paint	Upholstery.....Gray
Trim.....Gray	Rug.....Eggplant



**No. 48 Canary Yellow**

Code Words:  $\frac{1}{8}$ " Gauge...OFVID, Medium Gauge...OFVUZ,  
Standard Gauge...OWUAN. 2 yards wide only.

### Suggested Color Scheme for Bathroom

Linostrips.....Nos. 27 and 23	Trim.....Yellow and black
Linowall, Full or Dado...No. 703	Curtain.....Black, gray, white
Cove and Base...Flash Type, No. 48	Upholstery.....Black
Upper Wall.....Yellow	Rug.....Black



**No. 49 Coral**

Code Words:  $\frac{1}{8}$ " Gauge...OWUBM, Medium Gauge...OWUCO,  
Standard Gauge...OWUDS. 2 yards wide only.

### Suggested Color Scheme for Bedroom

Border.....No. 49	Wall...Pink, green, and gray paper
Linostrips.....Nos. 42 and 23	Curtain...White crinkled organdy
Cove and Base...Wood painted white	Upholstery.....White
Trim.....White	Rug.....Green

## ARMSTRONG'S CORK CARPET

Where extra resilience and quiet are more important factors than the problem of maintenance, Armstrong's Cork Carpet is an ideal selection. It is especially good for such places as churches, lodges, libraries, and dens

in private homes, where traffic is neither constant nor excessive. It also provides an excellent flooring material for indoor tennis courts, gymnasiums, and running tracks, or for indoor ramps in schools and hospitals.



**No. 31 Brown Cork Carpet—Unpolished**  
2 yards wide only.  $\frac{1}{4}$ " Gauge  
Code Word: ODQUO



**No. 32 Green Cork Carpet—Unpolished**  
2 yards wide only.  $\frac{1}{4}$ " Gauge  
Code Word: ODREV





**LONG POPULAR, JASPÉ LINOLEUM CONTINUES TO WIN FRIENDS  
AS FRESH DESIGN IDEAS INCREASE ITS DECORATIVE VALUE**

"An old favorite with new ideas" best describes Jaspé as used so refreshingly in this inviting guest room. By reversing the graining and accenting the No. 14 field with Linostrips of jade and eggplant Plain linoleum, a handsome floor effect has been created.

Armstrong's Jaspé Linoleum is adaptable to an almost unlimited variety of residential and business uses. For custom-built floors, the carefully chosen and related color range offers a practically endless number of pleasing combinations for borders and feature

strips, with contrasting tones either of Jaspé or of Plain patterns. Offices and stores find Jaspé practical too, in its ability to conceal traffic marks and wear. Furthermore, since the rich colors run through the full thickness of the composition to the burlap back, hard service does not wear away their beauty.

Several of the lighter colorings of Armstrong's Jaspé, particularly suitable for residential use, are now offered in Standard gauge, making this type of flooring available in a lower price range than ever before.



## JASPÉ MAKES POSSIBLE MANY UNUSUAL CUSTOM FLOOR EFFECTS THAT ARE SIMPLE AND INEXPENSIVE TO PRODUCE

**A**TTRACTIVE when installed as a simple allover flooring, Jaspé linoleum is even more effective when, through special cutting of the pieces, its characteristic two-tone graining is utilized to contribute added interest to the floors of original design.

### BASKET-WEAVE AND MITRED EFFECTS

One of the most popular Jaspé custom floors is the basket-weave design made by cutting Jaspé into square and oblong blocks. Either one or two colors may be used, but where two colors are used it is customary to cut the squares from the darker material.

The mitre-joint effect is always pleasing with Jaspé. Sometimes entire rooms are floored with one large mitred square or oblong, with the diagonal seams running from corner to corner. There is considerable waste material from this design. This waste generally can be worked off by using it in another room.

One interesting Jaspé effect for Colonial homes, tea rooms, taverns, and shops in the Early American style, is the Colonial plank floor. The "planks" are usually alternating strips—6, 9, and 12 inches wide—of Malay brown and autumn brown Jaspé separated by ¼-inch strips of chocolate Plain linoleum. The ends of the "planks" inset with dowels and butterfly wedges are placed between the "planks." These insets are also of chocolate Plain linoleum.

### OTHER JASPÉ CUSTOM FLOORS

Another striking Jaspé effect is the herringbone pattern made by laying Jaspé strips on the diagonal with the strips alternating to give a feathered or herringbone effect. A more simple design is to employ large squares of Jaspé laid with the graining of alternate squares running in opposite directions, and with Plain feature strips between the squares.

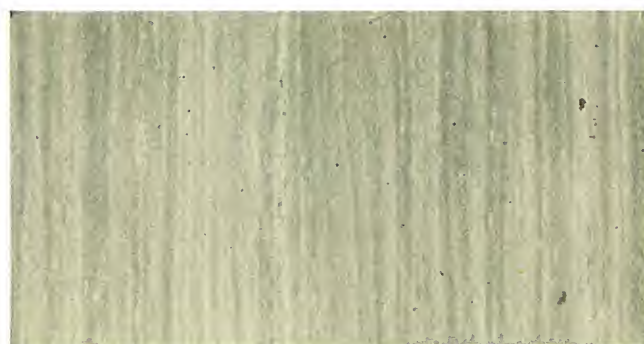


**No. 4 Light Taupe Jaspé**

Code Words: ⅜" Gauge... OGBAK, ½" Gauge... OGBDN,  
Medium Gauge... OGBHR, Standard Gauge... OGBRB

#### Suggested Color Scheme for Tea Room

Border.....	No. 40	Wall.....	Red toile paper
Linostrip.....	No. 40	Trim.....	Cream gray
Linowall, Dado.....	No. 732	Curtain.....	Dark red chintz
Cove and Base.. Flash Type, No. 40		Upholstery.....	Cream gray



**No. 5 Platinum Gray Jaspé**

Code Words: ⅜" Gauge... OJABI, Medium Gauge... OJADE,  
Standard Gauge... OJAEG. 2 yards wide only.

#### Suggested Color Scheme for Hall

Border.....	No. 25	Upper Wall.....	Chinese designed
Linostrip.....	No. 24		paper in gray and gold
Linowall, Full or Dado.....	No. 732	Curtain.....	Gold
Cove and Base.. Flash Type, No. 25		Upholstery.....	Gold
Trim.....	Platinum	Rug.....	Gold



**No. 6 Azure Blue Jaspé**

Code Words: ⅜" Gauge... OJAF0, Medium Gauge... OJAHU,  
Standard Gauge... OJAKA. 2 yards wide only.

#### Suggested Color Scheme for Bedroom

Linostrip.....	No. 25	Wall.....	Blue paper with terra
Cove and Base.. Wood painted blue			cotta flowers
Trim.....	Blue	Upholstery.....	Blue
Curtain.....	Terra cotta moire	Rug.....	Terra cotta



**No. 7 Beige Jaspé**

Code Words: ⅜" Gauge... OGHAM, Medium Gauge... OGHEK,  
Standard Gauge... OJALO. 2 yards wide only.

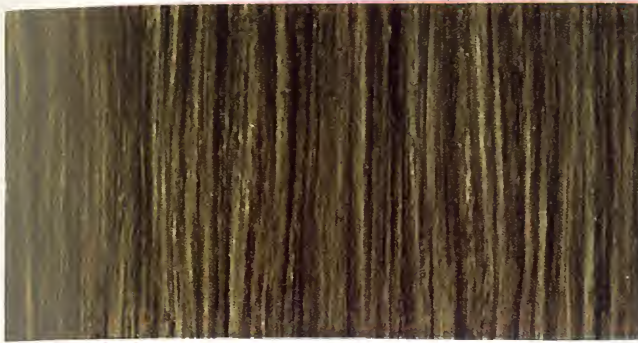
#### Suggested Color Scheme for Modern Dining-room

Border.....	No. 7	Trim.....	Antiqued ivory
Linostrip.....	No. 39	Curtain.....	Chinese red silk
Cove and Base.. Wood		Rug.....	Red
Wall... Chinese red and ivory paper		Upholstery.....	Ivory leather



# ARMSTRONG'S JASPÉ LINOLEUM

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**No. 8 Teak Brown Jaspé**

Code Words:  $\frac{1}{8}$ " Gauge...OSYWV, Medium Gauge...OSYXU.  
2 yards wide only.

**Suggested Color Scheme for Bedroom**

Border.....	No. 8	Trim.....	Cream
Linostrip.....	No. 37	Curtain.....	Cream net with embroidered dots
Cove and Base.....	Wood	Upholstery.....	Rose
Wall.....	Cream paper, flower design	Rug.....	Blue



**No. 9 Tan Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OJACT,  $\frac{1}{8}$ " Gauge...OSYUC,  
Medium Gauge...OSYVU, Standard Gauge...OJANU, 2 yards wide only.

**Suggested Color Scheme for Living-room**

Linostrips.....	Nos. 46 and 28	Curtain.....	Chintz in rose and beige flower design on brown
Cove and Base.....	Wood	Upholstery.....	Brown, beige, or green
Wall.....	Reddish brown rough paper	Rug.....	Brown or beige
Trim.....	Taupe, Chinese red accent		



**No. 10 Rust Jaspé**

Code Words:  $\frac{1}{8}$ " Gauge...OWIZT, Medium Gauge...OWIUJ,  
Standard Gauge...OJAMD, 2 yards wide only.

**Suggested Color Scheme for Hotel Dining-room**

Border.....	No. 46	Trim.....	Cream gray with orange or Chinese red accent
Linostrips.....	Nos. 20 and 41	Curtain.....	Net glass curtain
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Chinese red
Wall.....	Paper of hunting scenes in brown and orange on gray		
Upholstery.....	Chinese red	Rug.....	Brown



**No. 11 Marine Blue Jaspé**

Code Words:  $\frac{1}{8}$ " Gauge...OWISY, Medium Gauge...OWIRS,  
Standard Gauge...OJAOF, 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Linostrip.....	No. 23	Curtain.....	Colorful chintz with blue predominating
Cove and Base.....	Wood	Upholstery.....	Blue, yellow
Wall.....	Powder blue	Rug.....	Hooked
Trim.....	White		



**No. 12 Taupe Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OTAZA,  $\frac{1}{8}$ " Gauge...OTBAY,  
Medium Gauge...OTBEH, 2 yards wide only.

**Suggested Color Scheme for Dining-room**

Border.....	No. 27	Curtain.....	Beige, black, terra cotta, green and gray-blue chintz
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Dull green
Wall.....	Terra cotta paint	Rug.....	Apricot
Trim.....	Taupe and white		



**No. 13 Driftwood Gray Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OATABS,  $\frac{1}{8}$ " Gauge...OTAAL,  
Medium Gauge...OTACT, 2 yards wide only.

**Suggested Color Scheme for Nursery**

Border.....	No. 22	Trim.....	Suede gray
Linostrips.....	Nos. 45 and 23	Curtain.....	Buff organdy
Cove and Base.....	Painted gray	Upholstery.....	Green
Wall.....	Gray, green floral paper	Rug.....	Creamy white



# ARMSTRONG'S JASPÉ LINOLEUM



**No. 14 Rose Taupe Jaspé**

Code Words:  $\frac{1}{8}$ " Gauge...OBMEK, Medium Gauge...OBMUM.  
2 yards wide only.

**Suggested Color Scheme for Nursery**

Border.....No. 47	Trim.....Rose tint
Linostrips.....Nos. 43 and 23	Curtain.....Peach organdy with
Cove and Base..Flash Type, No. 47	white ball fringe
Wall.....Paper in nursery design of	Upholstery.....White oilcloth
blue and peach. Ceiling, peach	Rug.....Off-white, hooked



**No. 15 Steel Gray Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OTADU,  $\frac{1}{8}$ " Gauge...OTAEN,  
Medium Gauge...OTAIP. 2 yards wide only.

**Suggested Color Scheme for Boy's Bedroom**

Border.....No. 27	Curtain.....Gray chintz with
Linostrips.....Nos. 39 and 26	red binding
Cove and Base..Flash Type, No. 27	Upholstery...Black or red leather
Wall.....Paper, ship design in	or heavy texture
white, gray, black, and red	Rug.....Scatter size in black,
Trim...White, red, and black accent	gray, and red



**No. 16 Malay Brown Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OATACK,  $\frac{1}{8}$ " Gauge...OTAKS,  
Medium Gauge...OTALF, Standard Gauge...OJARA. 2 yards wide only.

**Suggested Color Scheme for Bedroom**

Linostrips.....Nos. 23 and 38	Curtain.....White celanese voile
Cove and Base..Wood	glass curtain. Chintz dra-
Wall.....Turquoise paper or paint	pery in turquoise, ivory white
Trim.....Ivory	Rug.....Figured to harmonize
Upholstery.....Brown or white	with colors of drapery



**No. 17 Autumn Brown Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OTAMM,  $\frac{1}{8}$ " Gauge...OTAOX,  
Medium Gauge...OTAPO. 2 yards wide only.

**Suggested Color Scheme for Office**

Border.....No. 46	Upper Wall..Rough paper or plaster
Linostrips.....Nos. 25 and 28	in cream gray
Linowall, Full or Dado...No. 735	Curtain.....Blocked linen in
Cove and Base..Wood to harmonize	brown, orange, yellow
with Linowall	Upholstery.....Brown or beige
Trim.....Pine, orange accent	Rug.....Brown



**No. 19 Hunter Green Jaspé**

Code Words:  $\frac{3}{16}$ " Gauge...OLTES,  $\frac{1}{8}$ " Gauge...OTAUZ,  
Medium Gauge...OTAWY. 2 yards wide only.

**Suggested Color Scheme for Living-room**

Border.....No. 21	Trim..Ivory with jade green accent
Linostrip.....No. 42	Curtain.....Flowered chintz in
Cove and Base..Wood	multicolors on ivory
Wall.....Paper in light tan	Upholstery.....Green and yellow
monotone plaid	Rug.....Light green or tan



**No. 011 Apple Green Jaspé**

Code Words:  $\frac{1}{8}$ " Gauge...OFXOD, Medium Gauge...OFYLK,  
Standard Gauge...OJASH. 2 yards wide only.

**Suggested Color Scheme for Boy's Bedroom**

Border.....No. 42	Trim.....White with accents of
Linostrips.....Nos. 23, 27, and 48	green, yellow, and black
Cove and Base..Flash Type, No. 42	Curtain.....Green fish net
Wall.....Sports paper in green,	Upholstery.....Yellow
yellow, and black	Rug.....Green





### MARBELLE PROVIDES NEW BEAUTY FOR ROOMS AT MODERATE COST

Whether used to add life and sparkle to an old room, or to give dignity and style to a new one, Armstrong's Marbelle Linoleum—with its marbled graining and carefully blended colorings—is always in good taste. In addition to its sheer beauty, Marbelle has other highly desirable attributes: The marbling gives all over floors a feeling of unusual depth and is also an effective mask for tracked-in dust. Furthermore, the color range in the Marbelle line permits an easy selection of a suitable pattern for any color scheme. In the bright, cheerful, remodeled dining-room shown above, the colorful floor is Marbelle No. 08, embellished with rosettes of Evergreen No. 21 set in a strip of White No. 23.



*This ordinary-looking room is the same one shown in the larger picture, before Armstrong's Marbelle Linoleum was installed and the other improvements were made.*





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 01 Marbelle

Code Words: Heavy (1/8") Gauge...MASYC, Medium Gauge...MATAJ, Standard Gauge...MAIDA

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, dining-rooms, rear entries, large stores, beauty parlors, offices, banks, night

clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, laboratories, tea rooms, coffee shops.

#### Suggested Color Scheme for Dining-room

Border.....	No. 27	Trim.....	Black
Cove and Base..	Flash Type, No. 27	Upholstery.....	Gold
Wall.....	Painted buff	Curtain.....	Glazed chintz black
Linowall, Dado.....	No. 709		with gold Chinese design

#### Suggested Color Scheme for Office

Border.....	No. 25	Linowall, Full or Dado.....	No. 737
Linostrip.....	No. 23	Trim.....	Terra cotta
Cove and Base..	Flash Type, No. 25	Rug.....	Terra cotta
Upper Wall.....	Painted ivory	Curtain.....	Terra cotta damask





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 03 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MAAWALT, Medium Gauge...MABYM, Standard Gauge...MABON

**Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, banks, night

clubs, restaurants, hospitals, hotel and apartment lobbies, barber shops, tourist cabins, dining-rooms, offices, showrooms, laundries.

#### Suggested Color Scheme for Bathroom

Linostrips.....Nos. 42, 23, and 33	Trim.....Canary yellow
Linowall, Full or Dado.....No. 734	Curtain.....Yellow organdy
Cove and Base..Flash Type, No. 03	Upholstery.....Black
Upper Wall.....Turquoise paint	Rug.....Turquoise

#### Suggested Color Scheme for Beauty Shop

Border.....No. 021	Upper Wall.....Painted pale pink
Linostrip.....No. 49	Trim.....Cream
Linowall, Full or Dado.....No. 704	Curtain.....Coral and white cotton
Cove and Base..Flash Type, No. 021	Upholstery.....White leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 04 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MACAP, Medium Gauge...MACDS, Standard Gauge...MACET

**Where to Use**—This warm colorful pattern, presented in dominant tones of peach, combines softly harmonizing colors to produce a rich tasteful effect for kitchens, entrance halls, sun porches,

studies, recreation rooms, breakfast rooms, rear entries, small and large stores, offices, night clubs, showrooms, restaurants, hotel and apartment lobbies, barber shops, and tourist cabins.

#### Suggested Color Scheme for Office

Border.....	No. 46	Trim.....	Old ivory, coral accent
Linostrip.....	No. 23	Curtain.....	Linen in coral,
Linowall, Full or Dado.....	No. 737		brown, natural
Cove and Base...Flash Type, No. 46		Upholstery..	Brown or coral leather
Upper Wall.....	Painted brown	Rug.....	Brown

#### Suggested Color Scheme for Attic Recreation Room

Border.....	No. 46	Upper Wall..	Paper in ship design,
Linostrip.....	No. 41		brown, tan, and orange
Linowall, Full or Dado.....	No. 735	Curtain.....	Brown chintz
Cove and Base.....	Pine wood	Upholstery.....	Orange or brown
Trim.....	Pine	Rug.....	Brown





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 06 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MACIX, Medium Gauge...MAESY, Standard Gauge...MATUV

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, banks.

#### Suggested Color Scheme for Sun Porch

Border.....	No. 21	Upper Wall.....	Painted
Lino-strip.....	No. 23		cactus green
Linowall, Full or Dado.....	No. 738	Curtain.....	Ivory dotted damask
Cove and Base..Flash Type, No. 21		Upholstery.....	Dull green
Trim.....	Ivory	Rug.....	Ivory

#### Suggested Color Scheme for Dining-room

Lino-strips.....	Nos. 29, 42, and 43	Trim.....	Mixture of one part
Cove and Base..Flash Type, No. 06			taupe, two parts white
Wall..Blue and green scenic paper,		Curtain.....	Changeable blue and
light taupe or white ground			green taffeta
Upholstery...White, heavy texture		Rug.....	Jade green





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 07 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MAEAF, Medium Gauge...MAEBG, Standard Gauge...MAEDI

**Where to Use**—Kitchens, bathrooms, reception rooms, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, theatres.

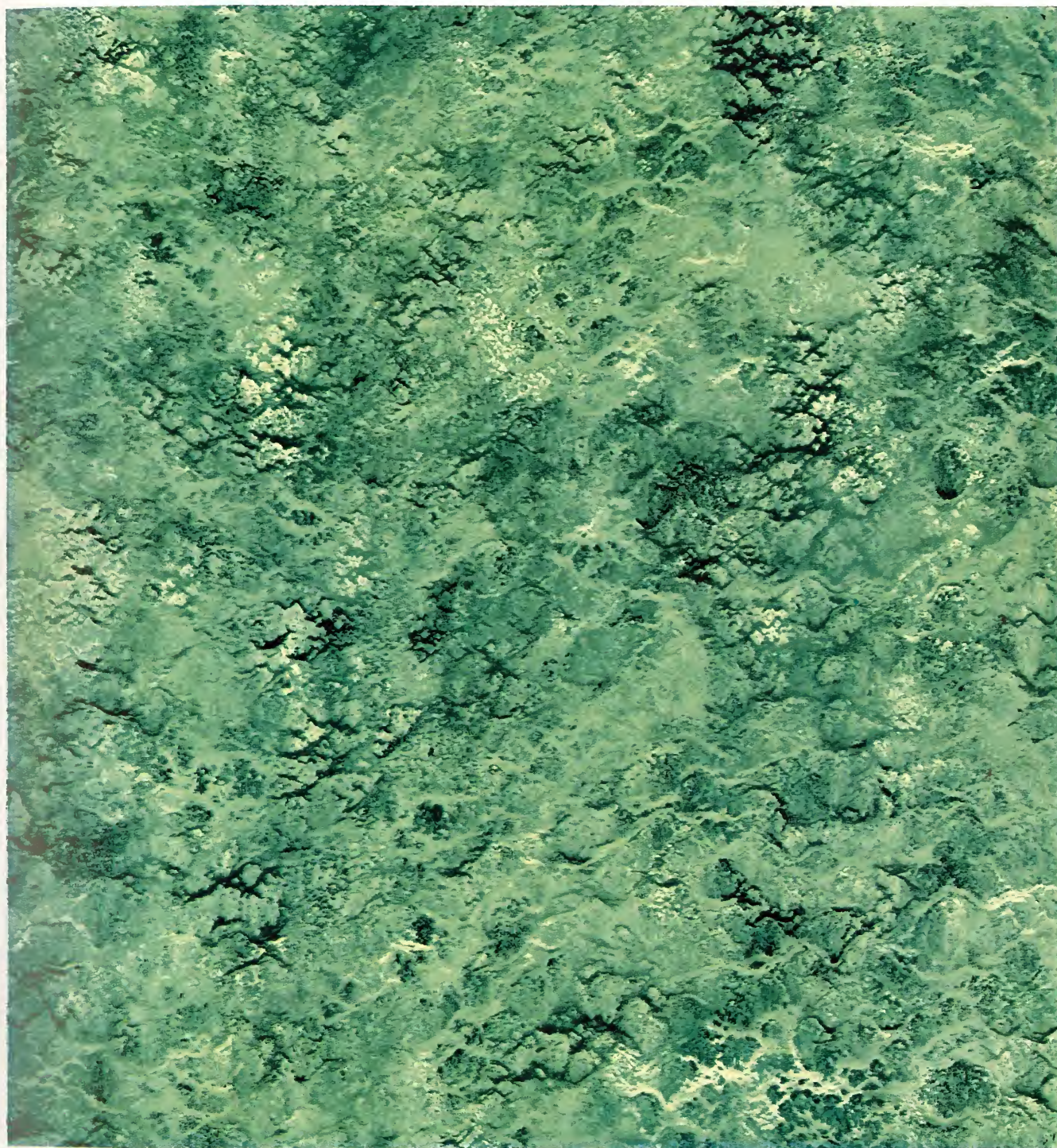
#### Suggested Color Scheme for Reception Room

Border.....	No. 27	Trim.....	Pine, green accent
Lino-strip.....	No. 28	Curtain.....	Chinese design chintz
Lino-wall, Full.....	No. 735		in black and tan
Cove and Base..Flash Type, No. 27		Upholstery.....	Jade or dark red
Ceiling.....	Pale green	Rug.....	Tan

#### Suggested Color Scheme for Dining-room

Border.....	No. 46	Upper Wall.....	Toile paper in
Lino-strip.....	No. 24		brown and gray
Lino-wall, Dado.....	No. 736	Curtain.....	Gray satin, brown binding
Cove and Base..Flash Type, No. 46		Upholstery.....	Gray
Trim.....	Walnut or gray	Rug.....	Gray





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 08 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge..MAERW, Heavy ( $\frac{1}{8}$ " Gauge)..MATDA, Medium Gauge..MATGE, Standard Gauge..MAYNY

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices,

night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, sandwich shops.

#### Suggested Color Scheme for Sun Porch

Linostrips.....Nos. 45, 23, and 42  
Linowall, Full or Dado.... No. 700  
Cove and Base..Flash Type, No. 08  
Upper Wall.....Painted fawn  
Trim.....Taupe, green accent

Curtain.....Printed linen, green  
and fawn on natural ground  
Upholstery.....Green or fawn  
Rug.....Natural colored,  
modern hooked

#### Suggested Color Scheme for Breakfast Room

Border.....No. 42  
Linostrip.....No. 48  
Linowall, Full or Dado.... No. 734  
Cove and Base..Flash Type, No. 42  
Trim.....White

Upper Wall..Paper—white and gray  
design on yellow ground  
Curtain.....White organdy  
Upholstery.....White leather  
Rug.....Green or white





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 09 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge...MAONU, Heavy ( $\frac{1}{8}$ " Gauge)...MATEW, Medium Gauge...MATIR, Standard Gauge...MAYOD

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night

clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, coffee shops.

#### Suggested Color Scheme for Office

Border.....	No. 46	Trim.....	Ivory
Linostrips.....	Nos. 20 and 45	Curtain.....	Damask in ivory and brown
Linowall, Full or Dado.....	No. 702	Upholstery.....	Brown or green leather
Cove and Base, Flash Type, No. 46		Rug.....	Brown
Upper Wall.....	Painted bright sage and taupe		

#### Suggested Color Scheme for Breakfast Room or Dining-room

Linostrips.....	Nos. 47 and 45	Trim.....	Old ivory
Linowall, Full or Dado.....	No. 706	Curtain.....	Organdy in natural color
Cove and Base.....	Flash Type, No. 09	Upholstery.....	Deep rose fabric or leather
Upper Wall..	Paper—design in fawn on deep rose ground	Rug.....	Deep rose



# ARMSTRONG'S MARBELLE LINOLEUM

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 010 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MAEEJ, Medium Gauge...MAEFK, Standard Gauge...MAEGL

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, beauty

parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres.

### Suggested Color Scheme for Flower Shop

Border.....No. 27  
Linostrips.....Nos. 23 and 42  
Linowall, Full or Dado...No. 700  
Cove and Base..Flash Type, No. 27  
Ceiling.....Shiny black

Trim..To harmonize with Linowall  
Curtain.....Green and white  
check oiled silk  
Upholstery.....Black leather

### Suggested Color Scheme for Sun Porch

Border.....No. 21  
Linostrip.....No. 42  
Cove and Base..Flash Type, No. 21  
Wall.....Green and silver paper

Trim.....Pale green  
Curtain.....Bamboo design chintz  
in green and white  
Upholstery.....Green or gray  
Rug.....Green





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 013 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MAGAW, Medium Gauge...MAGBI, Standard Gauge...MAGCO

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, restaurants, radio

stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, banks, showrooms, churches, cocktail lounges, powder rooms.

#### Suggested Color Scheme for Cocktail Lounge

Border.....	No. 27	Wall.....	Silver satin-
Linostrips.....	Nos. 29 and 23		striped paper
Cove and Base..	Flash Type, No. 27	Curtain.....	Blocked linen in slate
Trim.....	White with black accent		blue and white
Rug.....	Black	Upholstery.....	Black

#### Suggested Color Scheme for Powder Room

Border.....	No. 013	Upper Wall.....	Chinese design in
Linostrips.....	Nos. 27, 013, and 29		black and blue on silver
Linowall, Dado.....	No. 703	Trim.....	Black, blue accent
Cove and Base..	Flash Type, No. 013	Upholstery.....	Silver
Rug.....	Black fur	Curtain.....	Blue satin





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 015 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MAGHY, Medium Gauge...MAGIK, Standard Gauge...MAGLN

Where to Use—Kitchens, bathrooms, entrance halls, recreation rooms, libraries, breakfast rooms, rear entries, offices, large stores,

night clubs, restaurants, radio stations, clubhouses, exhibits, hotel and apartment lobbies, barber shops, theatres, sun porches.

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 39	Linowall, Full or Dado.....	No. 704
Linostrip.....	No. 23	Trim.....	White
Cove and Base..	Flash Type, No. 39	Curtain.....	White chintz with red border
Upper Wall.....	Paper—white with red dots	Upholstery.....	White

#### Suggested Color Scheme for Office

Border.....	No. 27	Trim.....	Ivory—black trim
Linostrip.....	No. 27	Curtain.....	Black with red stripe
Cove and Base..	Flash Type, No. 27	Upholstery.....	Black leather
Upper Wall.....	Plaster in ivory	Rug.....	Black
Linowall, Full or Dado.....	No. 737		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 016 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ ") Gauge...MAGMB, Medium Gauge...MAGNS, Standard Gauge...MAGOR

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night

clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres, dress shops.

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 27	Upper Wall.....	Straw inlay paper
Linostrip.....	No. 39		in crimson
Linowall, Full or Dado.....	No. 704	Curtain.....	Flowered organdy in
Cove and Base...Flash Type, No. 27			white and red
Trim.....	White	Upholstery.....	Red or black

#### Suggested Color Scheme for Theatre Lobby

Border.....	No. 27	Upper Wall...	Modern paper in gun
Linostrip.....	No. 23		metal and gray-blue
Linowall, Full or Dado.....	No. 703	Curtain.....	Black moire taffeta
Cove and Base...Flash Type, No. 27		Upholstery.....	Gun metal
Trim.....	Black and chrome	Rug.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 017 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge...MADAI, Heavy ( $\frac{1}{8}$ " Gauge...MAIPU, Medium Gauge...MAIRC, Standard Gauge...MAUDO

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty

parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals.

#### Suggested Color Scheme for Apartment House Lobby

Border.....	No. 27	Trim.....	Platinum
Linostrips.....	Nos. 26 and 23	Curtain.....	Blocked linen
Linowall, Dado.....	No. 710		terra cotta on
Cove and Base.....	Flash Type, No. 27		gray ground
		Upholstery.....	Black

#### Suggested Color Scheme for Office

Border.....	No. 25	Trim.....	Black
Linostrip.....	No. 27	Curtain.....	Chinese designed chintz
Linowall, Dado.....	No. 703		on black ground
Linowall to Ceiling.....	No. 702	Upholstery.....	Terra cotta
Cove and Base..Flash Type, No. 25		Rug.....	Terra cotta





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 018 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge...MAOHS, Heavy ( $\frac{1}{8}$ " Gauge...MAHFE, Medium Gauge...MAHGI, Standard Gauge...MABUT

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

#### Suggested Color Scheme for Kitchen

Border.....No. 27  
Linostrips.....Nos. 24 and 48  
Linowall, Full or Dado.....No. 732  
Cove and Base..Flash Type, No. 27  
Trim.....Canary yellow

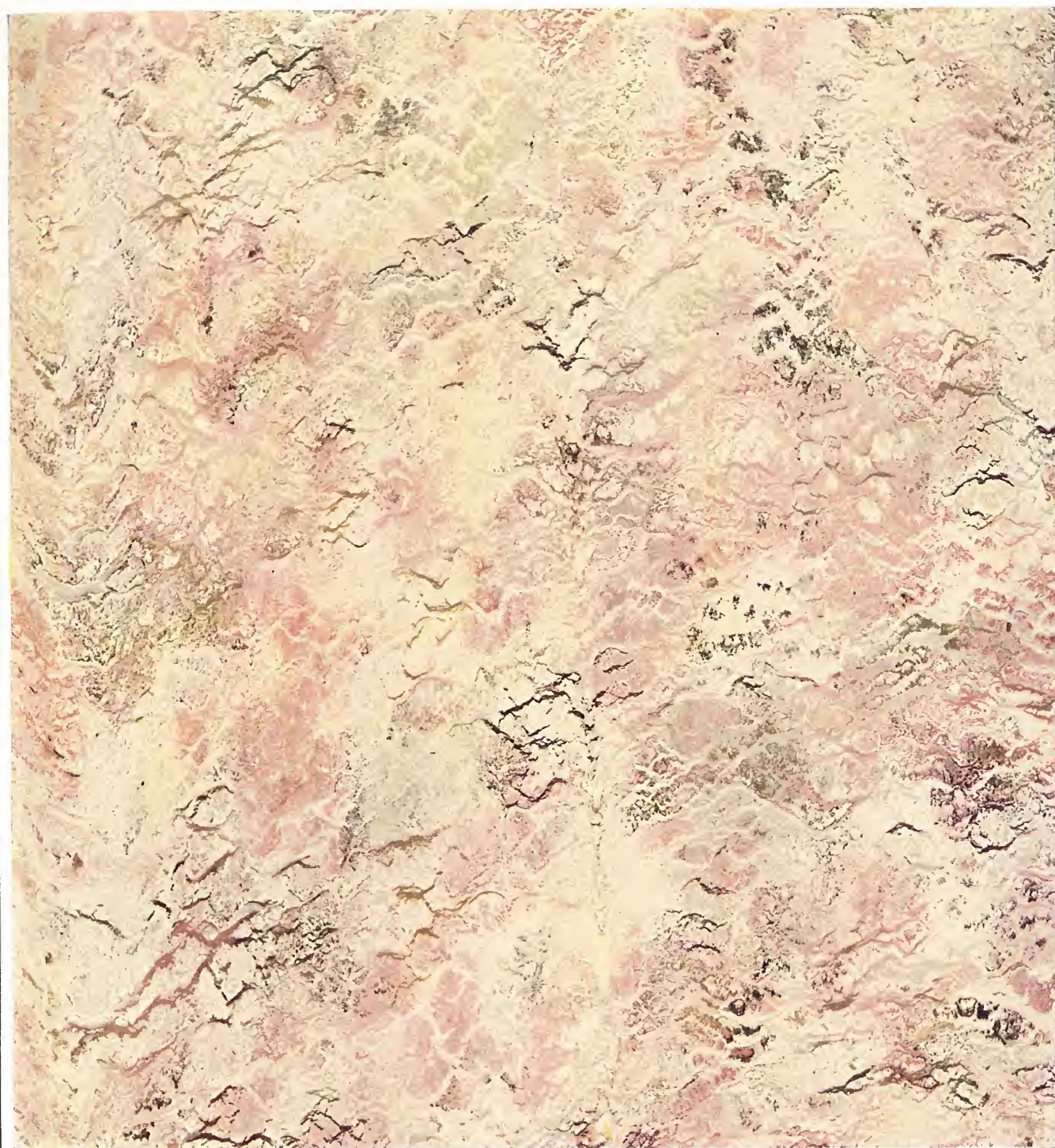
Upper Wall.....Paper in gray,  
white, and yellow plaid  
Curtain.....Yellow organdy  
embroidered in white stars  
Upholstery.....Yellow

#### Suggested Color Scheme for Bathroom

Linostrips.....Nos. 38 and 49  
Linoret.....No. 941  
Linowall, Full or Dado.....No. 705  
Cove and Base..Flash Type, No. 018  
Upper Wall.....Rose tint paint

Trim.....Rose tint and turquoise  
Curtain.....Turquoise embroidered  
organdy  
Upholstery.....Turquoise  
Rug.....Turquoise





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 019 Marbelle

Code Words: Heavy (1/8") Gauge...MACFU, Medium Gauge...MACHW, Standard Gauge...MACJY

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, radio stations, hos-

pitals, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, grocery stores, sandwich shops, powder rooms, coffee and tea shops, candy stores, bakeries, drug stores.

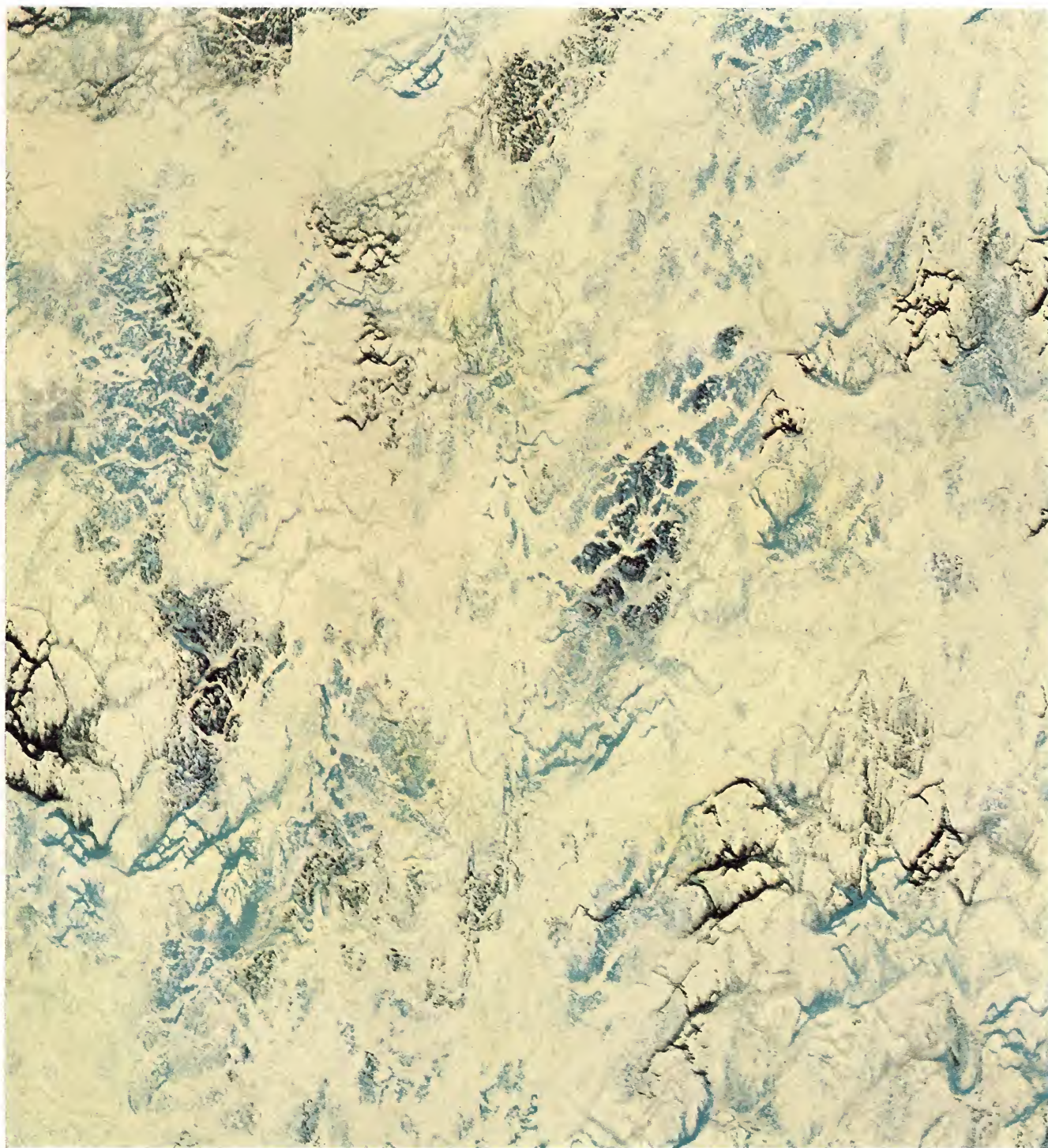
#### Suggested Color Scheme for Powder Room

Border.....	No. 019	Upper Wall..	Silver paper with pink,
Linostrip.....	No. 27	white, and gold fish design	
Linowall, Full or Dado.....	No. 703	Curtain.....	Pink oiled silk
Cove and Base.. Flash Type, No. 019		Upholstery.....	Pink Revolite
Trim.....	Light pink	Rug.....	Pink string

#### Suggested Color Scheme for Beauty Shop

Border.....	No. 27	Trim.....	Light pink with
Linostrips.....	Nos. 019 and 27	black accent	
Linowall, Full or Dado.....	No. 732	Curtain.....	Cellophane striped
Cove and Base.. Flash Type, No. 27		white gauze	
Upper Wall.....	Painted light pink	Upholstery.....	White leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 020 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MAEHM, Medium Gauge...MAEIN, Standard Gauge...MAEJO

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, powder rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty

parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals.

#### Suggested Color Scheme for Bathroom

Border.....No. 29  
Linoset.....No. 940  
Linowall, Full or Dado.....No. 731  
Cove and Base..Flash Type, No. 29  
Trim..To harmonize with Linowall

Upper Wall.....Paper in zodiac  
design on blue ground  
Curtain.....Dark blue oiled silk  
Upholstery.....White leather  
Rug.....Blue

#### Suggested Color Scheme for Powder Room

Border.....No. 26  
Linostrip.....No. 43  
Linowall, Full or Dado.....No. 732  
Cove and Base..Flash Type, No. 26  
Trim.....Light blue

Upper Wall.....Lace design paper  
in blue and white  
Curtain.....Blue ribbed silk  
Upholstery.....Gray satin  
Rug.....Gray





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 021 Marbelle

CodeWords:  $\frac{3}{16}$ " Gauge...MADAO, Heavy ( $\frac{1}{8}$ " Gauge)...MATWA, Medium Gauge...MATUW, Standard Gauge...MATOH

**Where to Use**—Bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors,

offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins.

#### Suggested Color Scheme for Living-room

Linostrips.....Nos. 27 and 23  
Linowall to Ceiling.....No. 737  
Cove and Base..Flash Type, No. 021  
Trim.....Ivory white and black  
Rug.....Dark gray

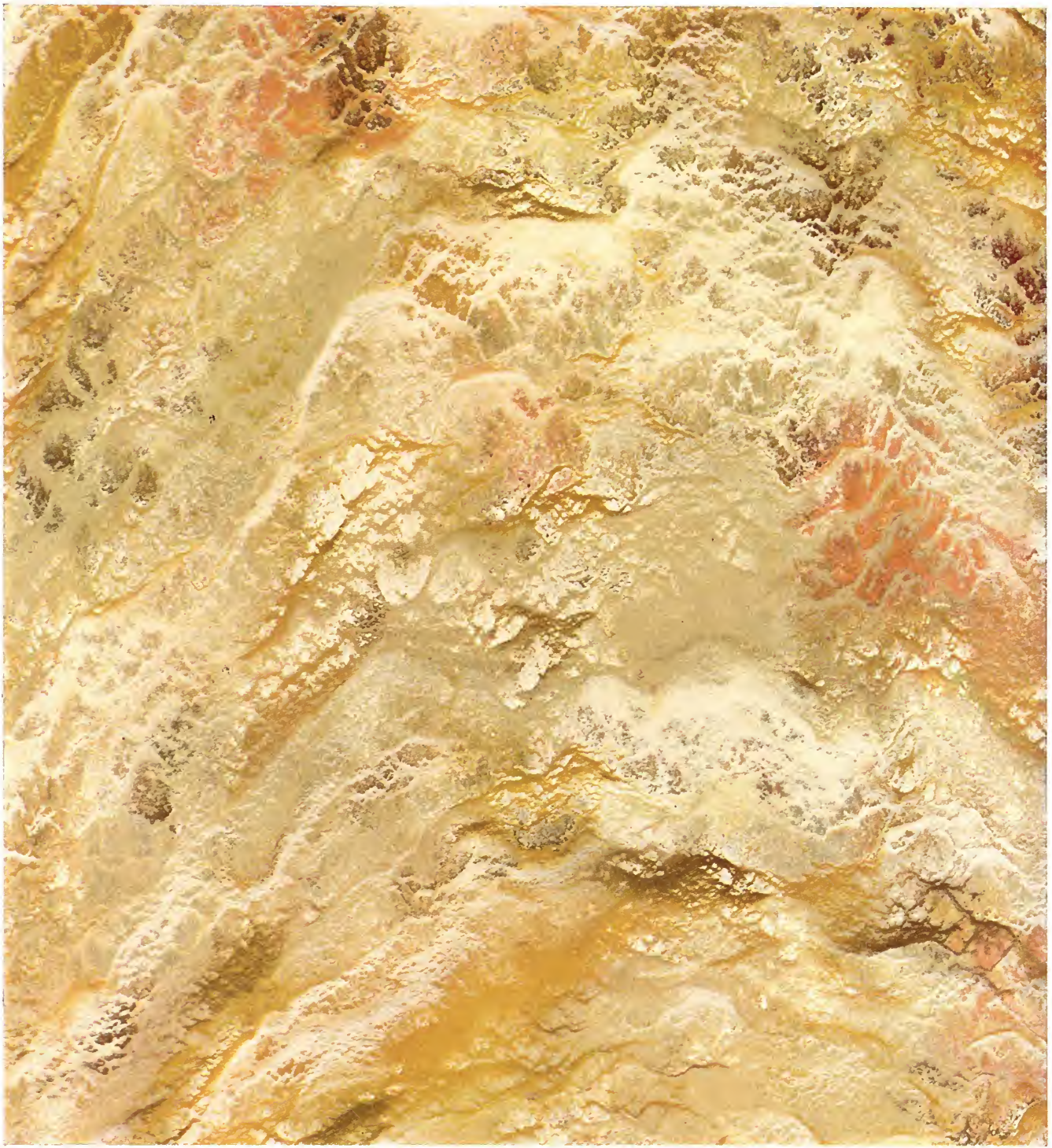
Curtain.....Modern leaf design in  
yellow and white  
cotton damask  
Upholstery.....White, yellow,  
turquoise

#### Suggested Color Scheme for Apartment Lobby

Linostrips.....Nos. 22, 24, and 27  
Linowall, Dado.....No. 703  
Cove and Base..Flash Type, No. 021  
Upper Wall.....Pale green paint

Trim.....Green and black  
Curtain.....Classic design in black,  
white, green, and yellow  
Upholstery.....Black, green, white





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 023 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MAEKP, Medium Gauge...MAEMR, Standard Gauge...MAEOT

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, theatres.

#### Suggested Color Scheme for Office

Border.....	No. 20	Upper Wall.....	Golden buff paper
Linostrip.....	No. 48	Curtain.....	Printed linen
Linowall, Full or Dado.....	No. 735		in golden tan
Cove and Base.....	Flash Type, No. 20	Upholstery.....	Brown leather
Trim.....	To harmonize with Linowall	Rug.....	Golden brown

#### Suggested Color Scheme for Hotel Dining-room

Border.....	No. 20	Upper Wall.....	Victorian design
Linostrip.....	No. 20		paper in tans and green
Linowall, Full or Dado.....	No. 737	Curtain.....	Brown striped taffeta
Cove and Base.....	Flash Type, No. 20	Upholstery.....	Gold damask
Trim.....	Ivory	Rug.....	Golden brown



# ARMSTRONG'S MARBELLE LINOLEUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 024 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MABIK, Medium Gauge...MABLU, Standard Gauge...MABOF

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

showrooms, restaurants, clubhouses, hospitals, barber shops, theatres, banks, night clubs, hotel and apartment lobbies, tourist cabins.

### Suggested Color Scheme for Kitchen

Linostrips.....	Nos. 30 and 48	Trim.....	Canary yellow
Linowall, Full or Dado.....	No. 732	Curtain.....	Yellow and white
Cove and Base..Flash Type, No. 024			plaid oiled silk
Upper Wall.....	Gray paint	Upholstery.....	Yellow leather

### Suggested Color Scheme for Hotel Lobby

Border.....	No. 27	Upper Wall.....	Red paper or paint
Linostrips.....	Nos. 45 and 39	Trim.....	Buff and cream
Linowall, Full or Dado.....	No. 702	Curtain.....	Warm beige
Cove and Base..Flash Type, No. 27		Rug.....	Warm beige





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 025 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ ") Gauge...MADAR, Medium Gauge...MADAV, Standard Gauge...MADAY

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, theatres.

#### Suggested Color Scheme for Foyer

Border.....	No. 29	Curtain.....	Paper, green with blue flowers
Lino-strip.....	No. 44	Curtain.....	Blue glazed chintz
Cove and Base.....	Wood painted Milan green	Upholstery.....	Blue
Trim.....	Milan green	Rug.....	Dull green

#### Suggested Color Scheme for Bathroom

Border.....	No. 025	Trim.....	Yellow with blue accent
Lino-strip.....	No. 48	Curtain.....	Blue net with white coin dots
Linowall, Full or Dado.....	No. 734	Upholstery.....	Yellow
Cove and Base.....	Flash Type, No. 025	Rug.....	Yellow
Upper Wall.....	Painted yellow		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 026 Marbelle

Code Words: Heavy (1/8") Gauge...MADBE, Medium Gauge...MADBL, Standard Gauge...MADBU

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks,

night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, tea rooms.

#### Suggested Color Scheme for Office

Border.....	No. 27	Trim.....	Gray and black
Linostrip.....	No. 25	Curtain.....	Modern in gray and coral
Linowall to Ceiling.....	No. 732	Upholstery.....	Coral
Cove and Base..Flash Type, No. 27		Rug.....	Gray

#### Suggested Color Scheme for Beauty Parlor

Linostrip.....	No. 27	Upper Wall.....	Canary yellow and fawn paint
Linowall, Full or Dado.....	No. 737	Curtain.....	Yellow net, white dots
Cove and Base..Flash Type, No. 026		Upholstery.....	Yellow
Trim.....	Old ivory and fawn		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 028 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MADEH, Medium Gauge...MADEI, Standard Gauge...MADEJ

Where to Use—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins, tea rooms.

#### Suggested Color Scheme for Kitchen

Border.....	No. 21	Upper Wall.....	Tan
Linostrip.....	No. 28	Trim.....	Cream, buff, brown
Linowall, Full or Dado.....	No. 706	Curtain.....	Brown and white dotted voile
Cove and Base..Flash Type, No. 21			

#### Suggested Color Scheme for Office

Linostrips.....	Nos. 42 and 27	Trim.....	Cream
Linowall.....	No. 706	Curtain.....	Textured in bronze and green
Cove and Base.....Flash Type, No. 028		Upholstery.....	Green





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 030 Marbelle

Code Words: Heavy (1/8") Gauge...MAFDE, Medium Gauge...MAFGU, Standard Gauge...MAFHS

**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors,

offices, restaurants, radio stations, clubhouses, hospitals, barber shops, showrooms, airport terminals, tourist cabins, large stores.

#### Suggested Color Scheme for Kitchen

Border.....	No. 46	Trim.....	Cream-gray and orange
Linostrip.....	No. 42	Curtain.....	Off-white chintz bound in green and orange
Linowall, Full or Dado.....	No. 702		
Cove and Base... Flash Type, No. 46			
Upper Wall.....	Cream-gray paint		

#### Suggested Color Scheme for Bathroom

Border.....	No. 030	Trim.....	Ivory white
Linostrips.....	Nos. 42 and 48	Curtain.....	Flowered cream oiled silk
Linowall, Full or Dado.....	No. 737	Upholstery.....	White
Cove and Base. Flash Type, No. 030		Rug.....	White
Upper Wall.....	Pale green		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 031 Marbelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MACLA, Medium Gauge...MACMB, Standard Gauge...MACNC

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, powder rooms, small stores,

large stores, beauty parlors, night clubs, showrooms, restaurants, hotel and apartment lobbies, barber shops, and tourist cabins.

#### Suggested Color Scheme for Powder Room

Border.....	No. 031	Upper Wall.....	Paper with
Linostrips.....	Nos. 22, 031, and 24		yellow roses
Linowall, Full or Dado.....	No. 732	Curtain.....	White organdy
Cove and Base..Flash Type, No. 031		Upholstery.....	Gray satin
Trim.....	Platinum gray	Rug.....	White fur

#### Suggested Color Scheme for Sun Room

Border.....	No. 031	Walls.....	Painted, two chartreuse,
Linostrips.....	Nos. 41, 33, and 23		two white
Linowall, Full or Dado.....	No. 737	Curtain.....	Chartreuse and white
Cove and Base..Flash Type, No. 031		Upholstery...	Chartreuse with white
Trim.....	Cream gray	Rug.....	White



# ARMSTRONG'S MARBELLE LINOLEUM

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 032 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge..MAETY, Heavy ( $\frac{1}{8}$ ") Gauge..MATLY, Medium Gauge..MATPU, Standard Gauge..MATSA

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, banks, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, recreation rooms, dress shops.

### Suggested Color Scheme for Bathroom

Linostrips.....	Nos. 49 and 27	Upper Wall.....	Coral, gray, and
Linaset.....	No. 941		white paper
Linowall, Dado.....	No. 704	Trim.....	French gray
Cove and Base..Flash Type, No.032		Curtain.....	Gray organdy

### Suggested Color Scheme for Restaurant

Border.....	No. 30	Linaset.....	No. 926
Linostrip.....	No. 33	Trim.....	Chartreuse and blue
Linowall, Dado.....	No. 738	Curtain.....	Blue, chartreuse, white
Cove and Base..Flash Type, No. 30		Upholstery.....	Blue





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 033 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge..MAEVA, Heavy ( $\frac{1}{8}$ " Gauge)..MAHBN, Medium Gauge..MAHCO, Standard Gauge..MAHDP

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices, res-

taurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift and candy shops.

#### Suggested Color Scheme for Living-room

Border.....	No. 46	Wall.....	Fawn paint
Linostrip.....	No. 28	Trim.....	Dark brown
Cove and Base..	Flash Type, No. 46	Curtain.....	Blue and tan linen

#### Suggested Color Scheme for Beauty Parlor

Linostrips.....	Ncs. 20, 46, and 45	Trim.....	Cream, tan, and brown
Cove and Base..	Flash Type, No. 033	Curtain.....	Tan silk
Wall.....	Modern paper		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 034 Marbelle

Code Words:  $\frac{3}{16}$ " Gauge..MAEWR, Heavy ( $\frac{1}{8}$ " Gauge)..MAHER, Medium Gauge..MAHJS, Standard Gauge..MAHKU

Where to Use—Entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, small stores, beauty parlors, offices,

restaurants, hotel and apartment lobbies, tourist cabins, airport terminals, theatres, clubhouses, radio stations, gift shops, tea rooms.

#### Suggested Color Scheme for Dining-room

Border.....	No. 27	Trim.....	Taupe
Linostrip.....	No. 25	Curtain.....	Coral shantung
Cove and Base..	Flash Type, No. 27	Upholstery.....	Beige or coral
Wall.....	Paper in tan and coral	Rug.....	Deep coral

#### Suggested Color Scheme for Sun Porch

Linostrips.....	Nos. 27 and 44	Curtain.....	Cretonne—black, green, white
Cove and Base..	Flash Type, No. 034	Upholstery.....	Green or rust
Wall.....	Green paint	Rug.....	Green
Trim.....	Black		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 035 Marbelle

Code Words: Heavy (1/8") Gauge...MAWAD, Medium Gauge...MAWBF, Standard Gauge...MAWCO

**Where to Use**—Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs,

showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres, flower shops.

#### Suggested Color Scheme for Bathroom

Border.....No. 035	Upper Wall...Modern silver paper
Linostrips.....Nos. 42, 44, and 23	Trim.....Ivory with green
Linowall, Full or Dado.....No. 737	Curtain.....Striped terry cloth
Cove and Base..Flash Type, No. 035	Rug.....Green chenille

#### Suggested Color Scheme for Flower Shop

Border.....No. 035	Wall.....Painted rose tint
Linostrips.....Nos. 20 and 49	Trim.....White
Linowall, Full or Dado.....No. 704	Curtain.....Salmon and white
Cove and Base..Flash Type, No. 035	Upholstery.....Salmon leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 040 Monobelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MOHCY, Medium Gauge...MOMEB, Standard Gauge...MOSIF

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries. Also in small stores, large stores, beauty parlors, offices,

banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, theatres.

#### Suggested Color Scheme for Dining-room

Border.....	No. 040	Trim.....	Green-blue
Linostrips.....	Nos. 43 and 44	Curtain.....	Gray satin
Wood Base.....	Green-blue	Upholstery.....	Blue
Wall.....	Paper—gray, green, blue	Rug.....	Green

#### Suggested Color Scheme for Fruit Shop

Border.....	No. 30	Trim.....	Green with yellow trim
Linostrips.....	Nos. 48, 39, and 33	Curtain.....	Yellow and green
Linowall.....	No. 700		chintz
Cove and Base.....	Flash Type, No. 30		
Linoset—Custom-Craft Ready-Cut Linoset No. 926.			





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 041 Monobelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MOHYR, Medium Gauge...MOMBT, Standard Gauge...MOSOB

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, beauty parlors,

offices, banks, night clubs, showrooms, restaurants, radio stations, clubs, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airports, tourist cabins, theatres, libraries.

#### Suggested Color Scheme for Club House Dining-room

Border.....	No. 041	Trim.....	Gold with brown stripe
Linostrips.....	Nos. 39 and 46	Curtain.....	Gold chenille striped cloth
Linowall, Full or Dado.....	No. 736	Upholstery.....	Brown
Wood Base.....	Walnut	Rug.....	Red
Upper Wall.....	Red and gold paper		

#### Suggested Color Scheme for Recreation Room

Border.....	No. 041	Trim.....	Blue
Linostrips.....	Nos. 41 and 29	Curtain.....	Bronze and blue
Cove and Base, Flash Type, No. 041			Revolite
Wall.....	Gold paper with orange and blue design	Upholstery.....	Blue
		Rug.....	Blue



# ARMSTRONG'S MONOBELLE LINOLEUM

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 042 Monobelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge...MOHLF, Medium Gauge...MOMNZ, Standard Gauge...MOSVU

Where to Use—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, night clubs, showrooms, restaurants, schools, exhibits, barber shops, tourist cabins, theatres, club-houses, radio stations, hospitals, airport terminals, wallpaper stores.

### Suggested Color Scheme for Breakfast Room

Border.....No. 042	Wall.....Green paper with
Linostrip.....No. 44	floral design on blue
Trim.....Dark blue	Curtain.....Dark blue Revolite

### Suggested Color Scheme for Bathroom

Border.....No. 042	Cove and Base..Flash Type, No. 042
Linostrip.....No. 23	Trim.....Blue with silver stripe
Linowall, Full.....No. 704	Curtain.....Gray organdy
Linoset—Custom-Craft Ready-Cut Linoset No. 940	





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 043 Monobelle

Code Words: Heavy (1/8") Gauge...MOHBO, Medium Gauge...MOMCU, Standard Gauge...MOSDE

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores,

beauty parlors, offices, banks, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops, airport terminals, theatres, coffee shops.

#### Suggested Color Scheme for Restaurant

Border.....No. 25	Trim.....Platinum
Linostrip.....No. 30	Curtain.....Printed linen in rust,
Linowall, Full or Dado.....No. 734	chartreuse, and yellow
Cove and Base..Flash Type, No. 25	Upholstery.....Chartreuse
Upper Wall..Yellow and silver paper	Rug.....Rust

#### Suggested Color Scheme for Office

Linostrips.....Nos. 43 and 28	Trim.....Pine
Linowall, Full or Dado.....No. 735	Curtain.....Printed linen in blue,
Cove and Base..Wood to harmonize	tan, rust
with Linowall	Upholstery.....Blue
Upper Wall.....Blue paint	Rug.....Blue





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 044 Monobelle

Code Words: Heavy ( $\frac{1}{8}$ " Gauge)...MOHEA, Medium Gauge...MOMGL, Standard Gauge...MOSHM

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, breakfast rooms, rear entries, small stores, beauty

parlors, offices, night clubs, restaurants, radio stations, club-houses, hospitals, schools, churches, barber shops, large stores.

#### Suggested Color Scheme for Night Club

Border.....	No. 044	Trim.....	Rose tint
Linostrips.....	Nos. 24 and 49	Curtain.....	Modern drapery in
Cove and Base.....	Flash, No. 044		gray and silver
Wall.....	Coral red, dusty pink, and	Upholstery.....	Silver
	pale pink in horizontal bands	Rug.....	Gray

#### Suggested Color Scheme for Breakfast Room

Linostrips.....	Nos. 38 and 43	Trim.....	Turquoise
Cove and Base.....	Flash Type,	Curtain.....	Blue cotton
	No. 044	Upholstery.....	Blue
Wall.....	Turquoise and blue paper	Rug.....	Turquoise



# ARMSTRONG'S MONOBELLE LINOLEUM

ARMSTRONG'S



(2 yards wide only)

(Approximately 1/4 actual size)

## No. 045 Monobelle

Code Words: Heavy (1/8") Gauge...MOH DU, Medium Gauge...MOMRS, Standard Gauge...MOSAN

**Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs,

restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, theatres, kitchens, bathrooms, sun porches, breakfast rooms.

### Suggested Color Scheme for Bank

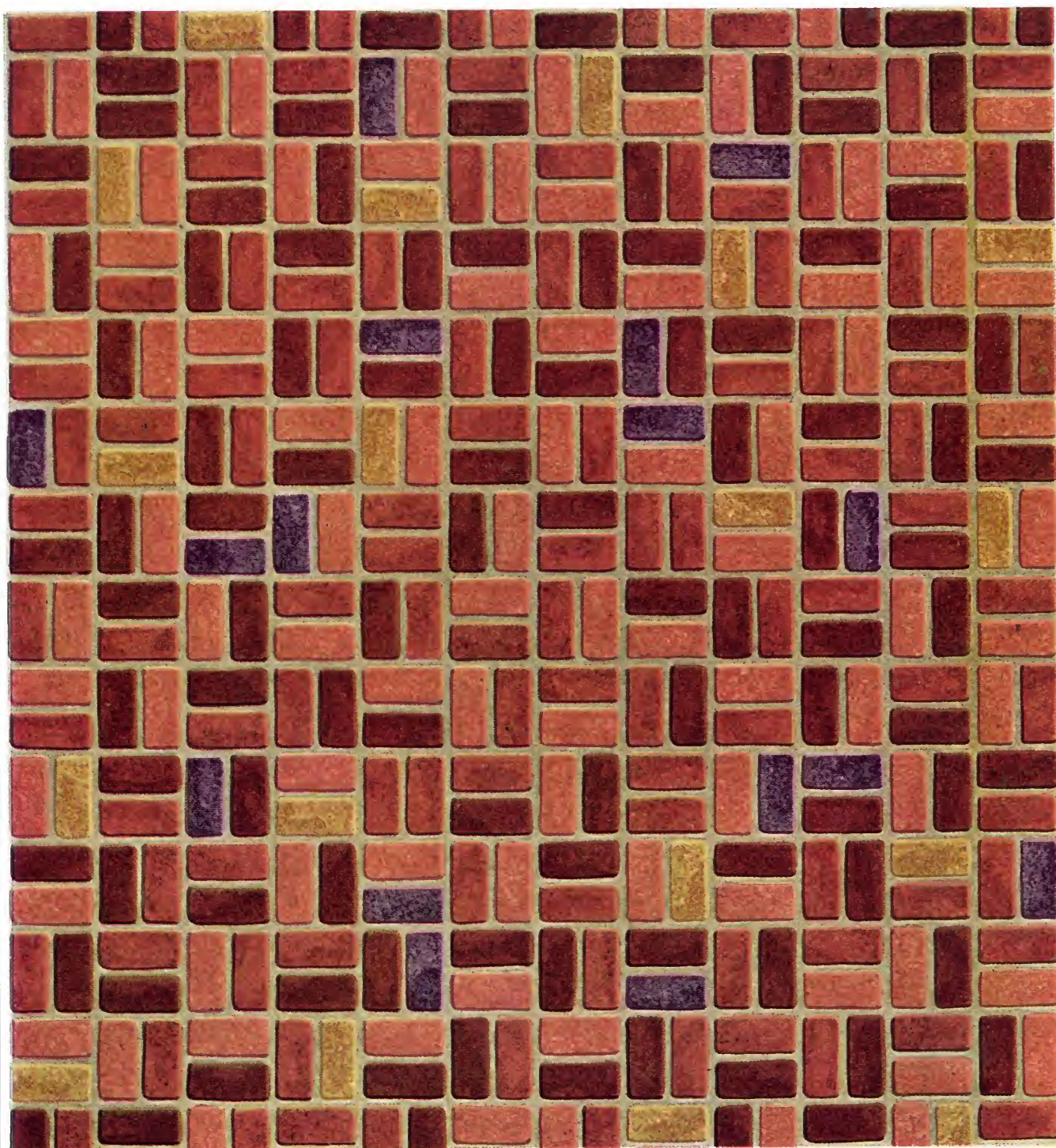
Border.....	No. 20	Trim.....	Cream and brown
Linostrips.....	Nos. 28 and 46	Curtain.....	Formal cotton drapery
Linowall.....	No. 706		in brown and tan
Cove and Base..	Flash Type, No. 20	Upholstery.....	Brown leather

### Suggested Color Scheme for Sun Porch

Linostrips.....	Nos. 44 and 48	Trim.....	Canary yellow and green
Linowall, Full or Dado....	No. 734	Curtain.....	Printed chintz
Cove and Base..	Flash Type, No. 045	Upholstery.....	Green and brown
Upper Wall.....	Yellow paint	Rug.....	Brown



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6240 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMOLVTA

**Design**—A pleasing variation of the regular tile design is found in this pattern. Of small scale, this pattern is especially good for small floor areas. Various shades of red are used for most of the blocks with an occasional dark mulberry or gold block as an accent note.

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, restaurants, tourist cabins, theatres, coffee shops, and club rooms.

#### Suggested Color Scheme for Den or Recreation Room

Border.....No. 25  
Lino-strip.....No. 47  
Linowall.....No. 735  
Cove and Base..Wood to harmonize  
with Linowall  
Ceiling.....Ivory white

Trim.....Pine with yellow  
and carmine accent  
Curtain.....Printed linen in  
yellow and terra cotta  
Upholstery.....Yellow leather  
Rug.....Mulberry

#### Suggested Color Scheme for Club Room

Border.....No. 25  
Lino-strips.....Nos. 47 and 28  
Linowall.....No. 735  
Cove and Base..Wood to harmonize  
with Linowall  
Ceiling.....Blue

Trim.....Pine with red and  
blue accent  
Curtain.....Ship-designed  
chintz in blue,  
white, and red  
Upholstery.....Sail cloth in blue



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6252 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMOMBGY

**Design**—Here is a close-harmony all-brown pattern with an effect not unlike sandstone created by the mottled and shaded blocks. The blocks are irregular in shape and are separated from each other by mottled gray embossed interliners. An outstanding

feature of the design is the use of large marbled inset blocks.  
**Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, offices, banks, restaurants, clubhouses.

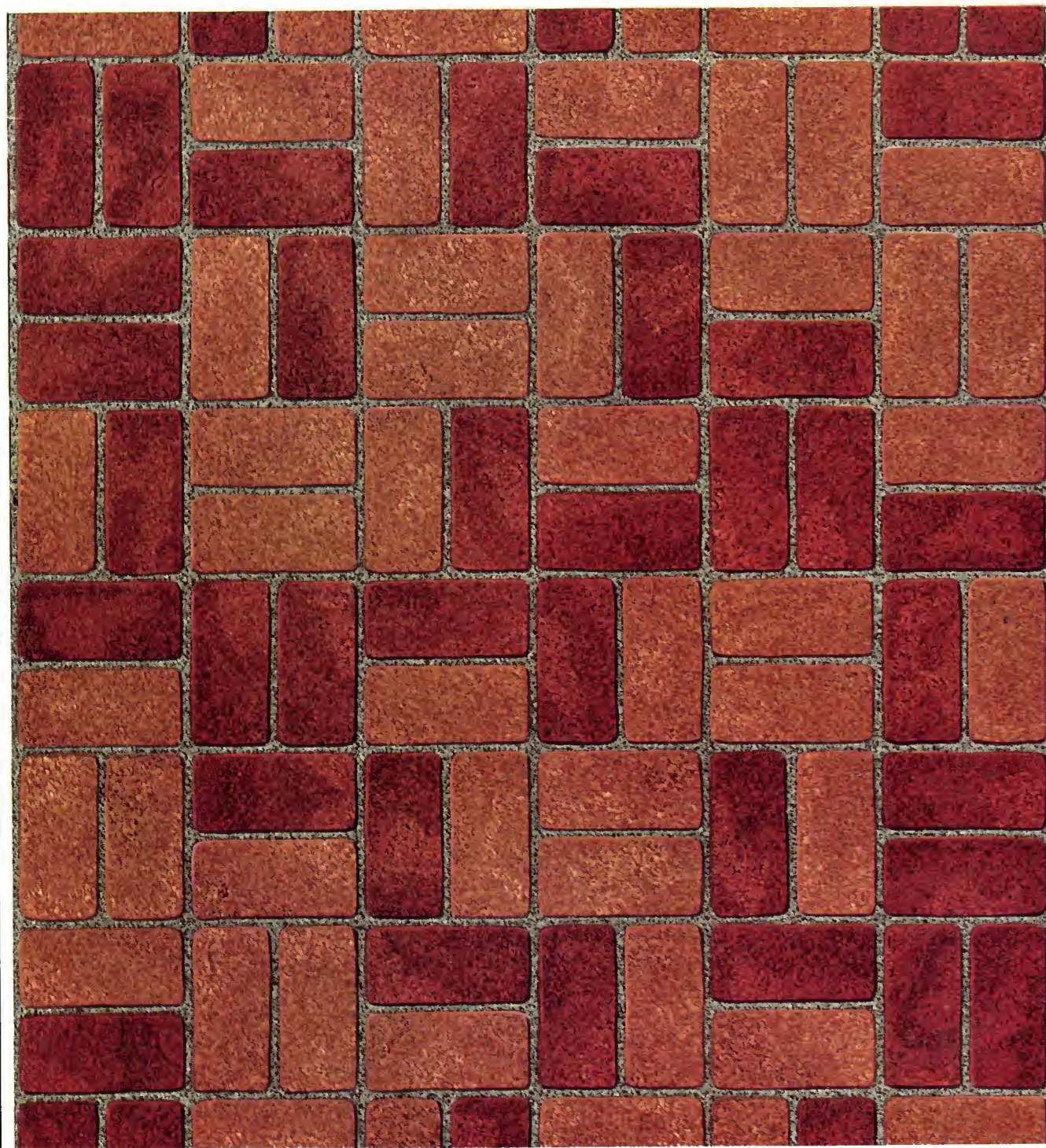
### Suggested Color Scheme for Sun Porch

Border.....	No. 20	Trim.....	Sage green and
Linowall to Ceiling.....	No. 738		mandarin red
Cove and Base.. Flash Type, No. 20		Curtain.....	White chintz—
Upholstery.....	Red		ivy leaves

### Suggested Color Scheme for Recreation Room

Border.....	No. 28	Trim.....	Natural pine
Linowall, Full or Dado.....	No. 735	Curtain.....	Printed brown linen
Cove and Base.....	Wood		with card design
Upper Wall.....	Soft rose	Upholstery.....	Blue





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6260 Embossed Inlaid—Heavy (1/8" Gauge)

Code Word: AMOLWIP

**Design**—Each brick-red block is mottled and shaded and is separated from surrounding blocks by gray embossed mortar lines.  
**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms,

libraries, breakfast rooms, rear entries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops, airport terminals, tourist cabins, theatres.

#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Trim.....	Pine
Linostrips.....	Nos. 43 and 26	Curtain.....	Net glass curtains,
Linowall.....	No. 735		plain blue silk
Cove and Base..	Wood to harmonize		poplin draperies
	with Linowall	Upholstery...	Blue textured fabric
Wall.....	Blue scenic paper	Rug.....	Plain blue or oriental

#### Suggested Color Scheme for Sun Porch

Border.....	No. 25	Trim.....	Ivory with light gray and
Linostrip.....	No. 26		slate gray accent
Linowall.....	No. 734	Curtain.....	Cotton damask with
Cove and Base..	Flash Type,		ivory design on yellow
	No. 25	Upholstery.....	Yellow and ivory
Wall.....	Painted yellow	Rug.....	Yellow





ARMSTRONG'S

(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6271 Embossed Inlaid—Heavy ( $\frac{1}{8}$ " Gauge)

Code Word: AMFOR

**Design**—The warmth and cheer of this Old World tile pattern are created by the shaded irregular blocks in reds and browns with mottled gray interliners. The design is further enhanced by the addition of marbled inset blocks in a walnut brown color.

**Where to Use**—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airports, tourist cabins, haberdasheries.

#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Curtain.....	Black batik with red,
Cove and Base. Flash Type, No. 25			white, and blue
Wall.....	Blue paint	Upholstery.....	Blue
Trim.....	Blue paint	Rug.....	Oriental

#### Suggested Color Scheme for Restaurant

Border.....	No. 25	Upper Wall.....	Green paint
Linowall, Dado.....	No. 735	Trim.....	Pine
Cove and Base.....	Wood to harmonize with Linowall	Curtain.....	Blue and green chintz
		Upholstery.....	Blue





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6280 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMPFU

**Design**—The close-harmony arrangement of brown blocks in this irregular tile pattern has caused it to be mistaken many times for a cork tile floor. Even the two-tone embossed interliners are blended into the design and aid in producing a pattern that has

proved very popular where a restrained dignified floor is desired. **Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small stores, beauty parlors, offices, banks, restaurants.

#### Suggested Color Scheme for Library

Border.....	No. 46	Trim.....	Walnut
Linowall, Full or Dado....	No. 736	Curtain.....	Linen—coral, white, chartreuse
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Coral
Upper Wall.....	White paper	Rug.....	Chartreuse (dull)

#### Suggested Color Scheme for Restaurant

Border.....	No. 46	Upper Wall.....	Colonial paper in brown, cream, and blue
Linostrip.....	No. 29	Trim.....	Pine
Linowall, Full or Dado....	No. 735	Curtain.....	Blue chintz
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Blue





(Approximately 1/4 actual size)

## No. 6283 Embossed Inlaid—Heavy (1/8") Gauge

(2 yards wide only)

Code Word: AMCUM

**Design**—The increasing interest in blue, and particularly in royal blue, for floors is given full expression in this dominant pattern. Room furnishings and trim may be either in harmony or in contrast, for the subtle texture and shading of the pattern permit unusual freedom in arranging attractive, practical color schemes.

**Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, libraries, breakfast rooms, small stores, large stores, beauty parlors, offices, show-rooms, restaurants, radio stations, clubhouses, hospitals, hotel and apartment lobbies, tourist cabins, theatres, sandwich shops.

### Suggested Color Scheme for Dining-room

Linowall, Dado.....No. 735	Curtain.....Blue chintz with
Upper Wall.....Blue toile paper	yellow and ivory edge
Trim.....Pine	Rug.....Blue

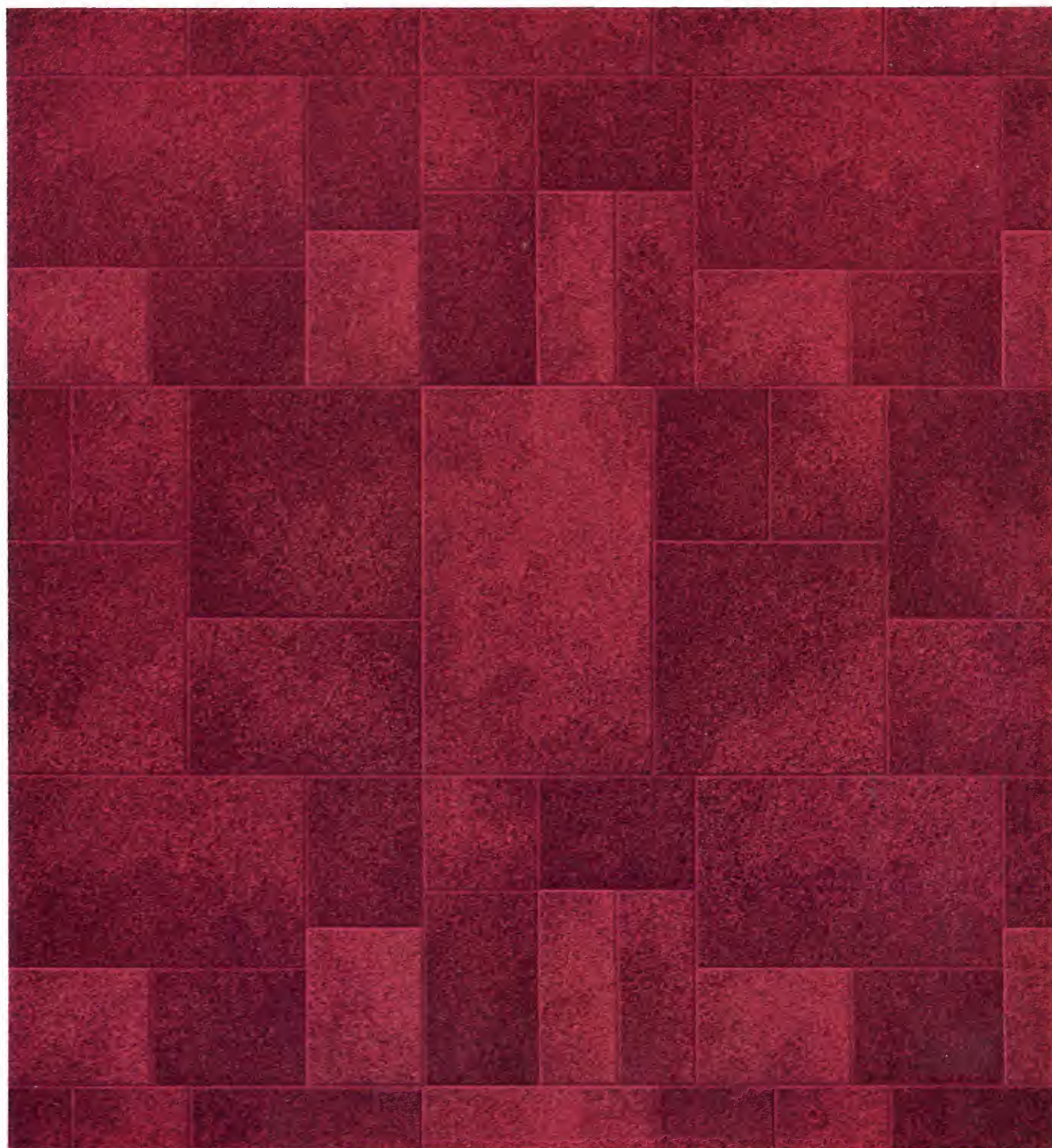
### Suggested Color Scheme for Sun Porch

Wall.....Blue-green paper	Curtain.....Dark blue and green
Trim.....Taupe	flowered chintz
Rug.....Green	Upholstery.....Blue-green



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6284 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCVI

**Design**—Deft shading gives conservative dignity and depth to this more formal pattern, without detracting from the richness of its fine old burgundy coloring. Furnishings preferably should complement this floor, rather than be in contrast with it.

**Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, tea rooms, nurseries, libraries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, powder rooms.

### Suggested Color Scheme for Club Room

Border.....	No. 37	Curtain....	Modern zebra chintz in
Linostrip.....	No. 29		gray, rose, and dark blue
Cove and Base..	Flash Type, No. 37	Upholstery.....	Dark blue, gray,
Wall.....	Painted French gray		and red
Trim.....	Gray and rose-red	Rug.....	Dark blue

### Suggested Color Scheme for Powder Room

Border.....	No. 37	Trim.....	White
Linostrip.....	No. 23	Curtain....	Modern silk and cotton
Cove and Base..	Flash Type, No. 37		satin in white
Wall.....	Modern wheat paper in	Upholstery.....	White
	rose-red and white	Rug.....	White





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6290 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMEOH

**Design**—This all-green coloring of an irregular tile design produces a cool, restful pattern that has many applications in homes and business places. The shaded green blocks are closely blended. Marbled feature blocks in darker green are inset at intervals.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, club-houses, hospitals, schools, barber shops, tourist cabins, florist shops.

### Suggested Color Scheme for Specialty Shop

Border.....	No. 42	Upper Wall.....	Shaded from dove gray, light green to ivory
Linostrips.....	Nos. 22 and 23	Curtain.....	Cotton damask in green and white
Linowall, Full or Dado.....	No. 738	Upholstery.....	Dove gray
Cove and Base.. Flash Type, No. 42			
Trim.....	Cream gray		

### Suggested Color Scheme for Restaurant

Border.....	No. 21	Upper Wall.....	Bamboo design in green on white ground
Linostrip.....	No. 23	Trim.....	White with green accent
Linowall, Dado.....	No. 753	Curtain.....	Green fish-net
Cove and Base..... Flash Type, No. 21		Upholstery.....	White or green



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6291 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMEPE

**Design**—This irregular tile pattern with its Old World charm is made up principally of shaded mottled blocks in red and browns, separated by embossed interliners resembling mortar. The design is heightened by marbled inset blocks in red and browns.

**Where to Use**—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, airport terminals, tourist cabins, tea rooms.

### Suggested Color Scheme for Sun Porch

Border.....	No. 25	Trim.....	Gray, yellow, and green
Cove and Base..	Flash Type, No. 25	Curtain.....	Heavy yellow texture
Wall.....	Gray paint	Upholstery.....	Yellow

### Suggested Color Scheme for Book Shop

Border.....	No. 25	Trim.....	Natural pine
Linowall.....	No. 735	Curtain.....	Linen—rust and
Cove and Base..	Flash Type, No. 25		chartreuse





ARMSTRONG'S

(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6300 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMJAW

**Design**—Although this pattern is reminiscent of tile, it breaks completely with all precedent and takes its design from the motifs which modern designers have found so useful. Further interest is added to the modern mottled blocks by means of

rectangular accent units placed at regular intervals in the design.  
**Where to Use**—Kitchens, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, clubhouses, coffee shops, lobbies, men's shops.

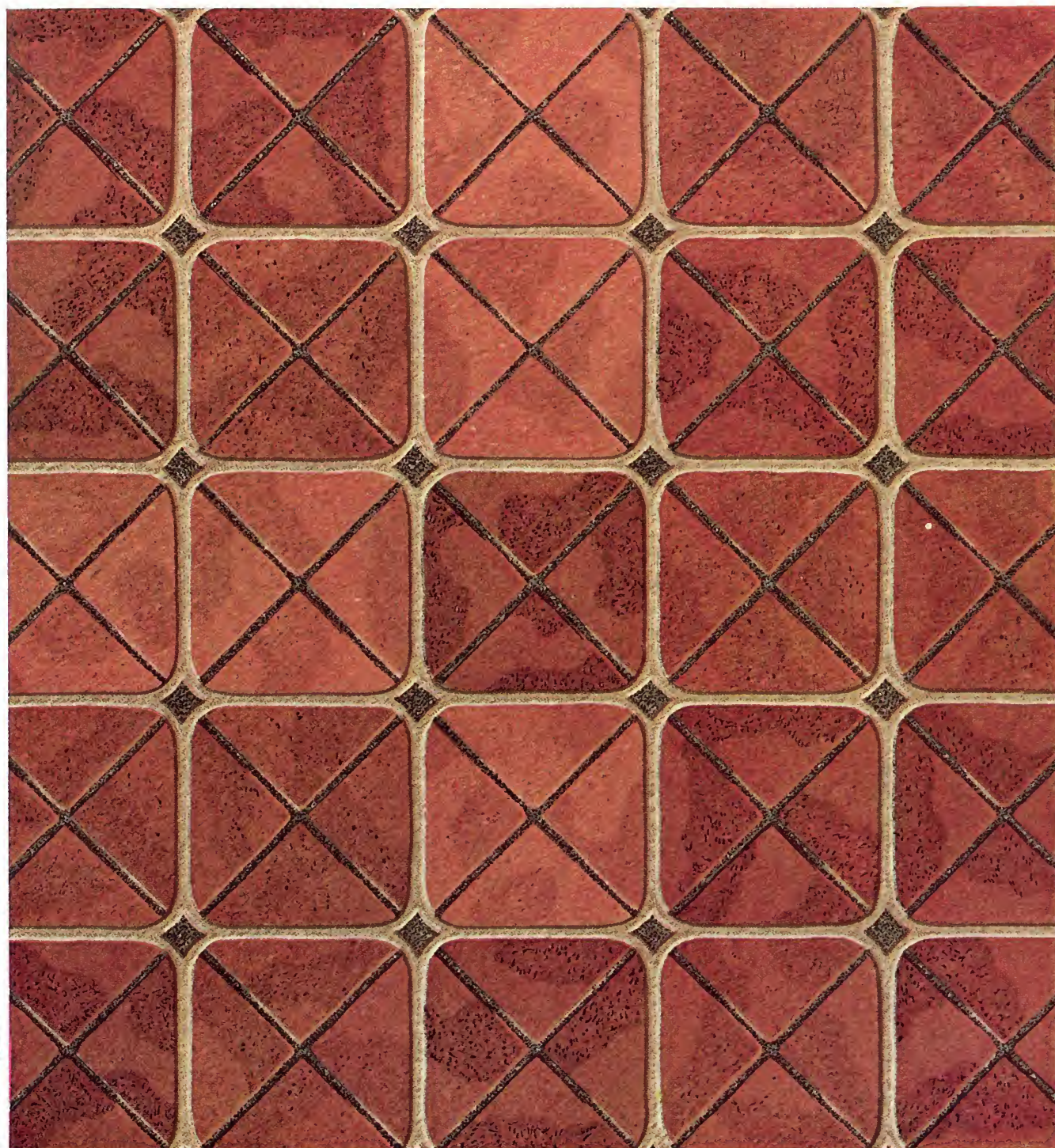
### Suggested Color Scheme for Dining-room

Border.....	No. 20	Upper Wall.....	Paper in white and tan
Linostrip.....	No. 45	design on apricot ground	
Linowall, Dado.....	No. 735	Curtain.....	Rough fabric in apricot
Cove and Base.....	Flash Type, No. 20	Upholstery.....	Light brown
Trim.....	Pine	Rug.....	Brown

### Suggested Color Scheme for Clubhouse

Border.....	No. 28	Trim.....	Ivory
Linostrip.....	No. 45	Curtain.....	Ivory velvet
Cove and Base.....	Flash Type, No. 28	Upholstery.....	Green and tan leather
Wall.....	Polka dot on emerald green paper	Rug.....	Tan





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6310 Embossed Inlaid—Heavy ( $\frac{1}{8}$ " Gauge

Code Word: AMJEZ

**Design**—This pattern has the distinctive "three-level" embossing. The black diagonal interliners which cross the red blocks are depressed in the usual manner but the gray mortar lines around each block provide an especially pleasing raised effect caused by streamline embossing at both sides of the mortar lines.

#### Suggested Color Scheme for Hall

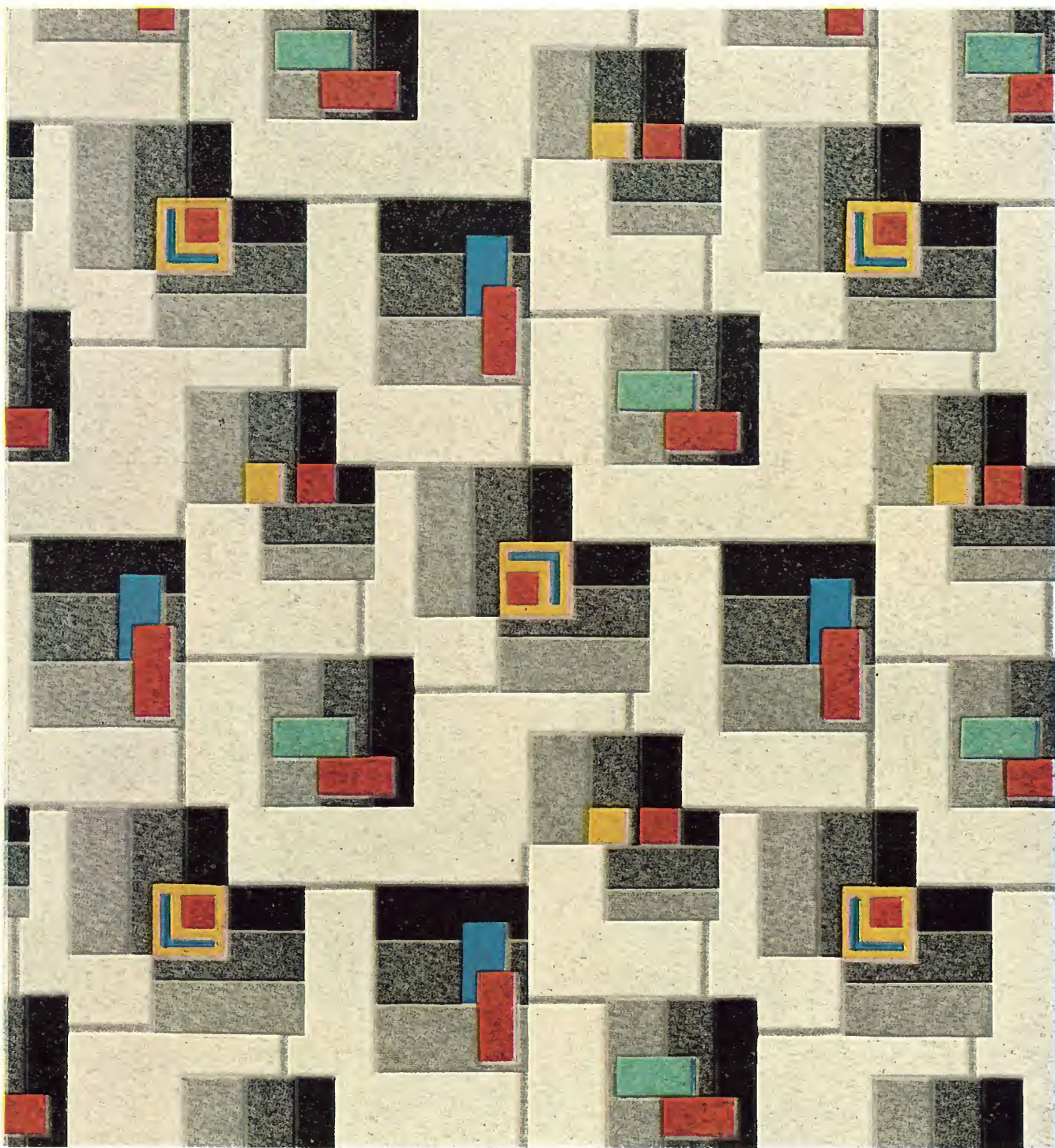
Border.....	No. 27	Trim.....	Gray, with blue trim
Cove and Base.....	Flash Type, No. 27	Curtain.....	Gray chintz with blue trim
Wall.....	Gray paper, blue and yellow design	Upholstery.....	Blue
		Rug.....	Gray

**Where to Use**—Kitchens, entrance halls, living-rooms, dining-rooms, sun porches, studies, libraries, breakfast rooms, small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, coffee shops, Rathskellers, haberdasheries, dens, tea rooms.

#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Upper Wall.....	Rough textured rose paper
Linowall, Dado.....	No. 735	Curtain.....	Flowered chintz
Cove and Base.....	Flash Type, No. 25	Upholstery.....	Terra cotta
Trim.....	Natural pine	Rug.....	Beige





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6350 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMBER

**Design**—A new residential design in Heavy Embossed features one of the most popular combinations ever created for floors. Black and white, silver gray, and dark gray, form the back-

ground. Bright accent spots are of gold, blue, jade, and scarlet. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, tea rooms.

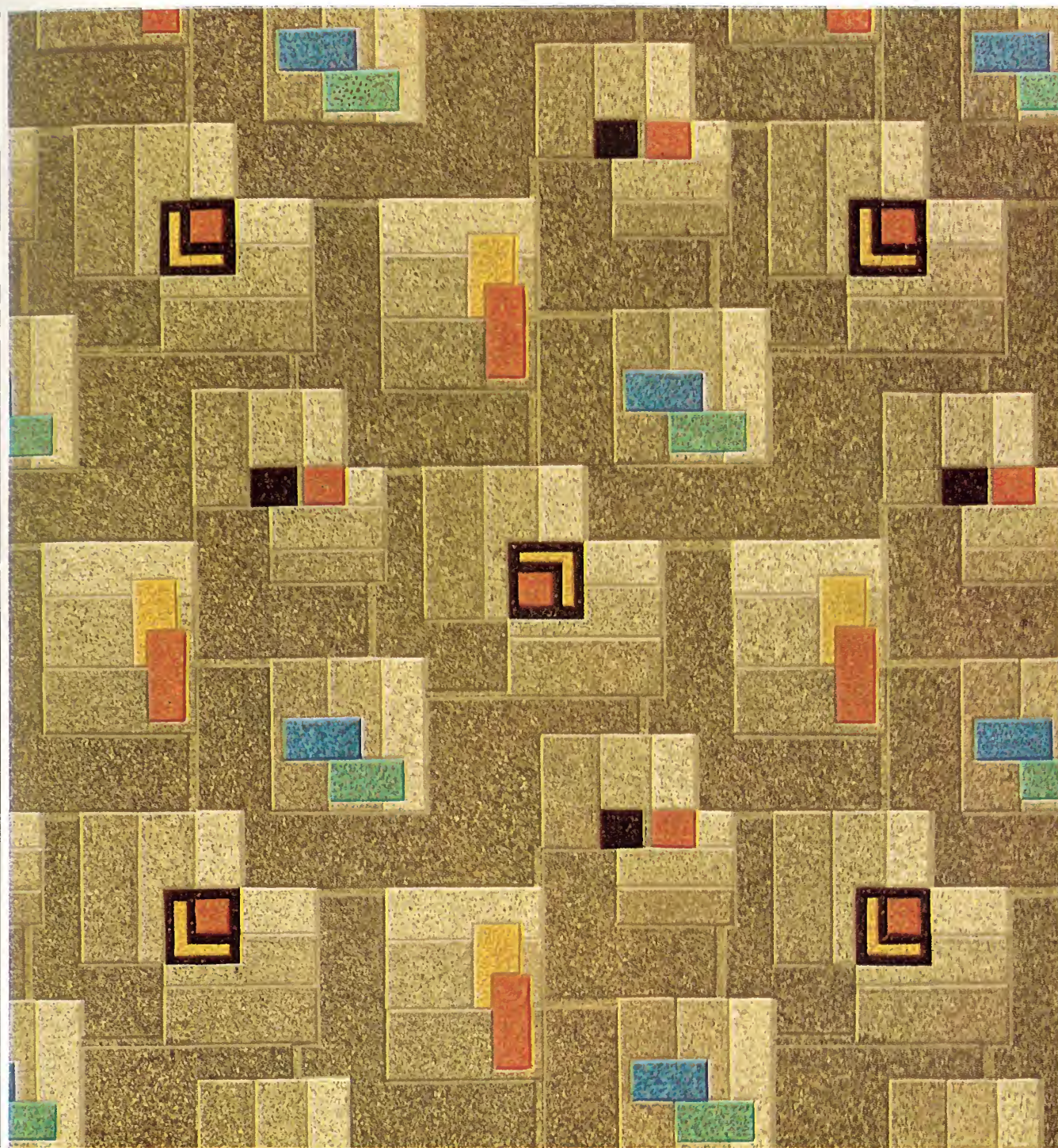
#### Suggested Color Scheme for Breakfast Room

Border.....	No. 27	Upper Wall.....	Chinese red
Linostrip.....	No. 39		pin stripe paper
Linowall, Dado.....	No. 732	Curtain.....	Champagne
Cove and Base.. Flash Type, No. 27			organdy
Trim.....	Semi-lustre ivory	Upholstery.....	Chinese red

#### Suggested Color Scheme for Kitchen

Border.....	No. 27	Upper Wall.....	Flower pot paper
Linostrip.....	No. 44		in various colors
Linowall, Full or Dado.....	No. 753	Trim.....	Ivory
Cove and Base.. Flash Type, No. 27		Curtain.....	Green and yellow net





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6351 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMBHI

**Design**—Here is an open ground overlay pattern in Embossed Inlaid. This is one of the newer designs created primarily for residential use, but it is also bound to be popular in small shops. Its coloring is a softly shaded allover brown with brightly

colored accents in gold, green, blue, orange, and burnt umber. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, coffee shops.

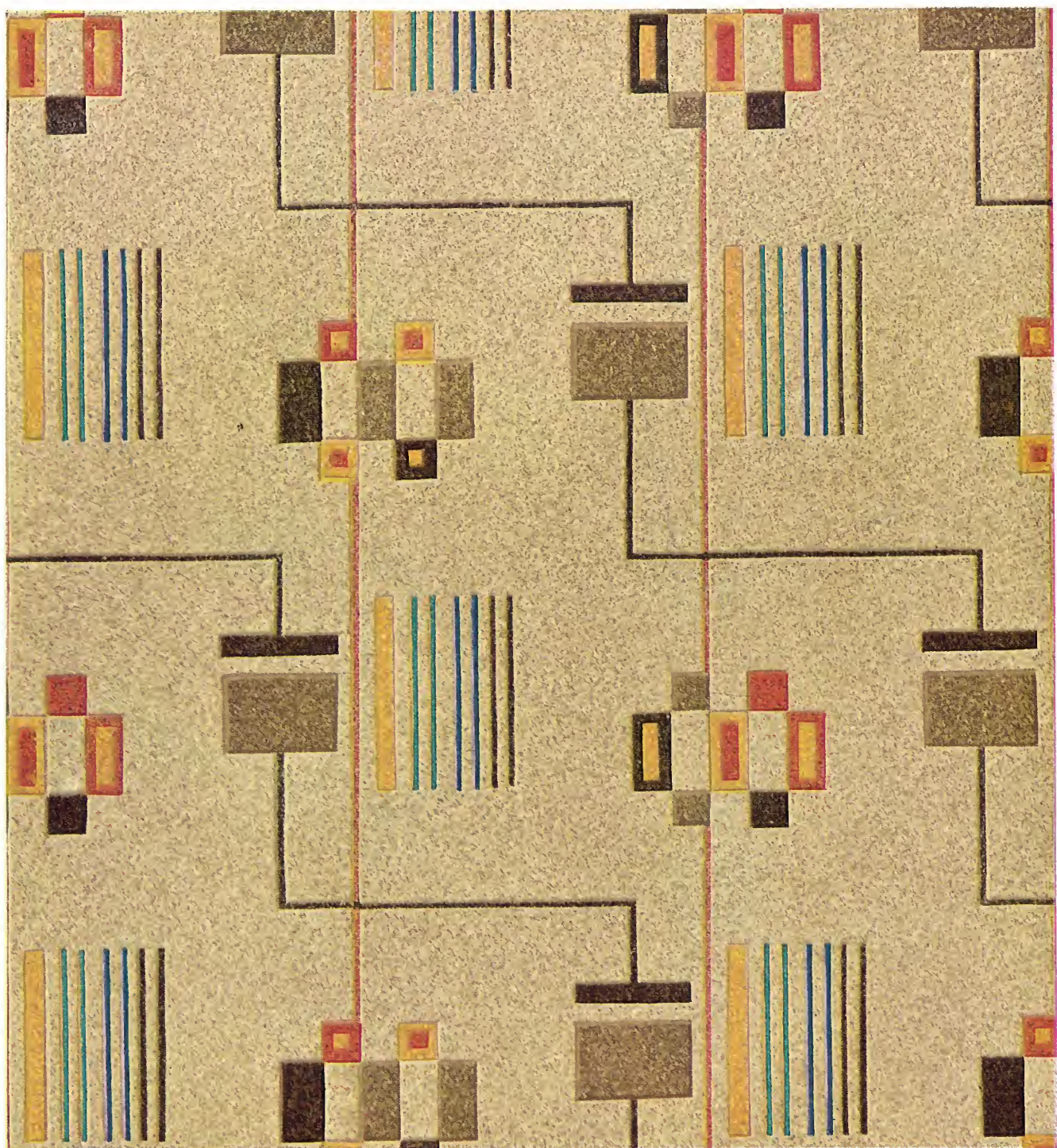
#### Suggested Color Scheme for Kitchen

Border.....	No. 20	Upper Wall.....	Painted yellow
Linostrips.....	Nos. 43 and 48	Trim.....	Yellow
Linowall, Full or Dado.....	No. 750	Curtain.....	Yellow and ivory
Cove and Base.....	Flash Type, No. 20		plaid oiled silk
		Upholstery.....	Blue

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 28	Upper Wall.....	Orange paper with
Linostrip.....	No. 41		fine plaid in ivory
Linowall, Dado.....	No. 735	Curtain.....	Eggshell chintz with
Cove and Base.....	Flash Type, No. 28		orange chintz binding
Trim.....	Light brown	Upholstery.....	Brown





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 6360 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMCEO

**Design**—There's a textured feeling to this smart new Swedish modern pattern with its rough sand tone background and bright inset blocks. There is also a directional flow caused by the vertical strips of orange embossing which are spaced at frequent intervals.

This effect is tempered by the diagonal embossed lines in brown. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, beauty parlors, clubhouses, airport terminals, tourist cabins.

### Suggested Color Scheme for Nursery

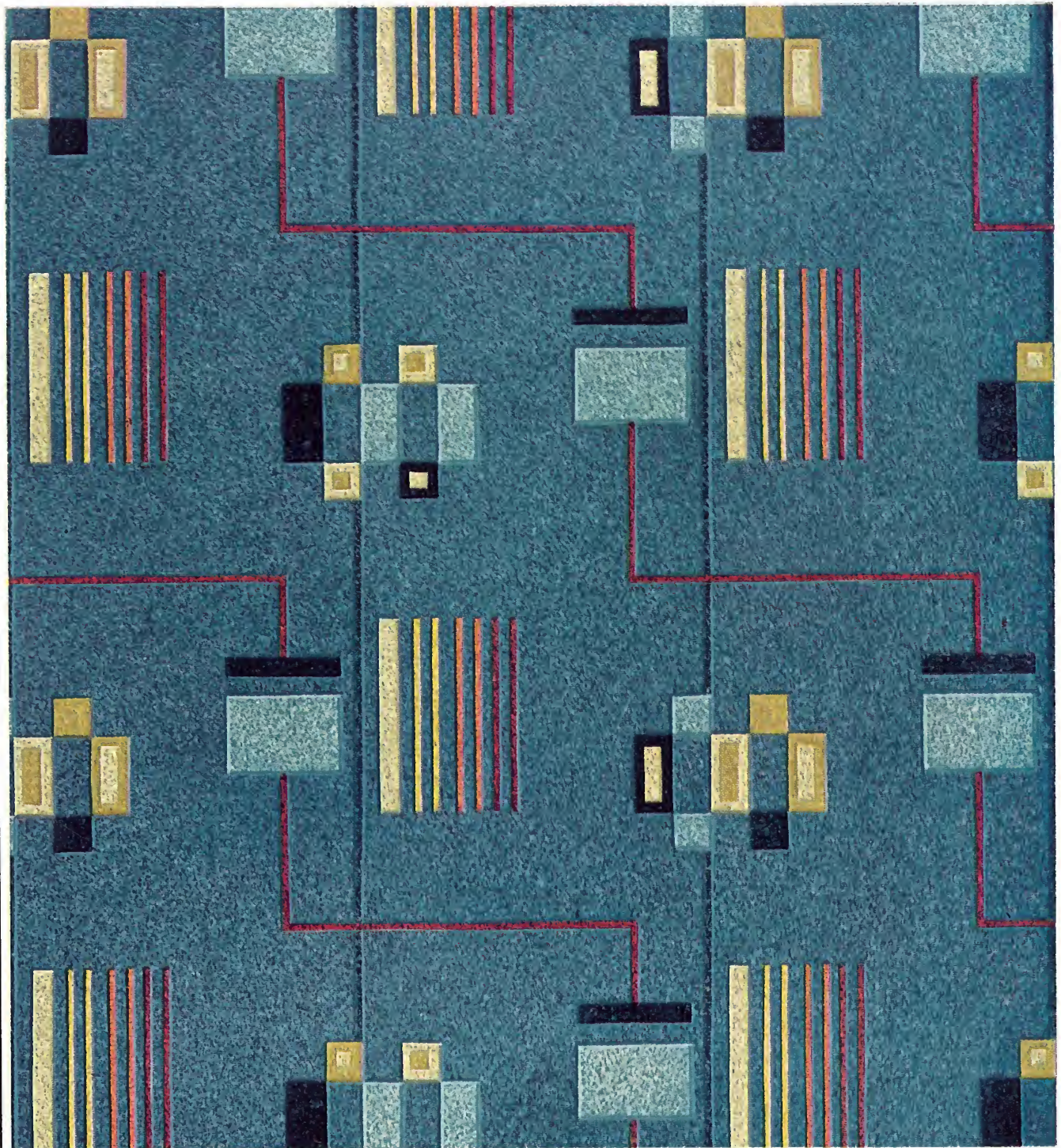
Border.....	No. 41	Cove and Base.....	Wood painted
Linostrip.....	No. 33		pale sage green
Linowall, Dado.....	No. 738	Upper Wall.....	Painted pale green
Trim.....	Pale sage green	Upholstery.....	White
Curtain.....	Printed cretonne	Rug.....	Green

### Suggested Color Scheme for Airport Terminal

Border.....	No. 46	Trim.....	Wood stained to
Linostrip.....	No. 45		match Linowall
Linowall, Full or Dado.....	No. 736	Curtain.....	Heavy cotton in
Cove and Base.....	Wood to match		beige and brown
	Linowall	Upholstery.....	Dull orange leather



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6361 Embossed Inlaid—Heavy (1/8" Gauge)

Code Word: AMCIM

**Design**—A Swedish modern textured effect is achieved in this remarkable pattern with its background of deep powder blue, the smart tile-like squares, and the lines of contrasting rich burgundy.

**Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, radio stations, clubhouses, exhibits, airport terminals.

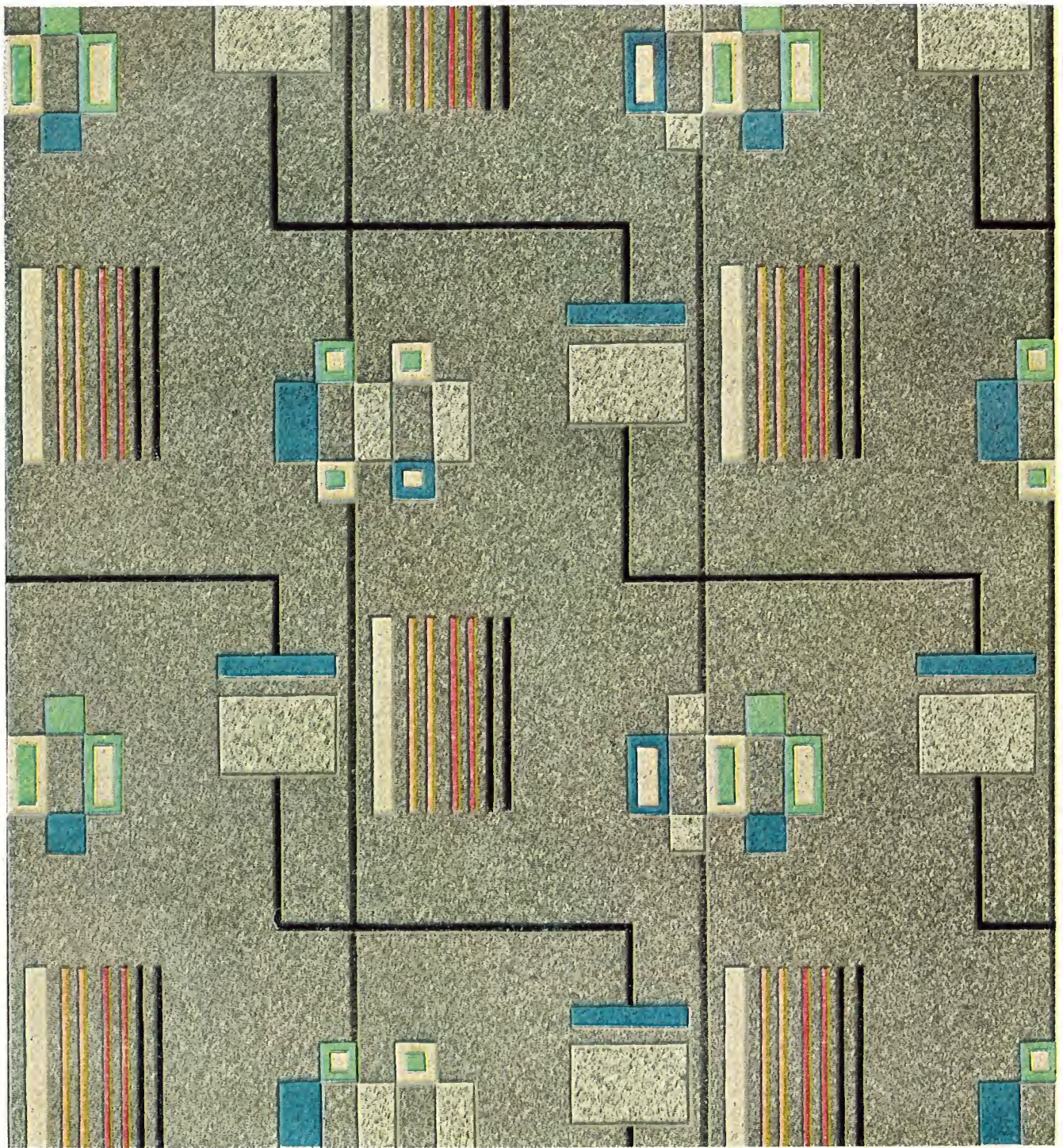
#### Suggested Color Scheme for Recreation Room

Border.....	No. 30	Cove and Base.....	Wood, painted
Linostrip.....	No. 45		mandarin red
Linowall, Full or Dado.....	No. 735	Trim.....	Mandarin red
Upper Wall.....	Painted buff	Curtain.....	Red printed cretonne
		Upholstery.....	Red

#### Suggested Color Scheme for Kitchen

Border.....	No. 30	Upper Wall.....	Ivory paper with
Linostrip.....	No. 23		tiny blue figure
Linowall, Full or Dado.....	No. 737	Curtain.....	Blue
Cove and Base.....	Flash Type, No. 30		dotted swiss
Trim.....	Delphinium blue		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6363 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMPNF

**Design**—The gay note of Swedish modern decoration is caught in this exciting new pattern. Accents of gold, gray, delphinium blue, clear red, black, white, and chalk green give an instant effect of colorful contrast to the textured background of medium gray.

**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, hotel and apartment lobbies, barber shops, airport terminals, dress shops, tourist cabins, and tea rooms.

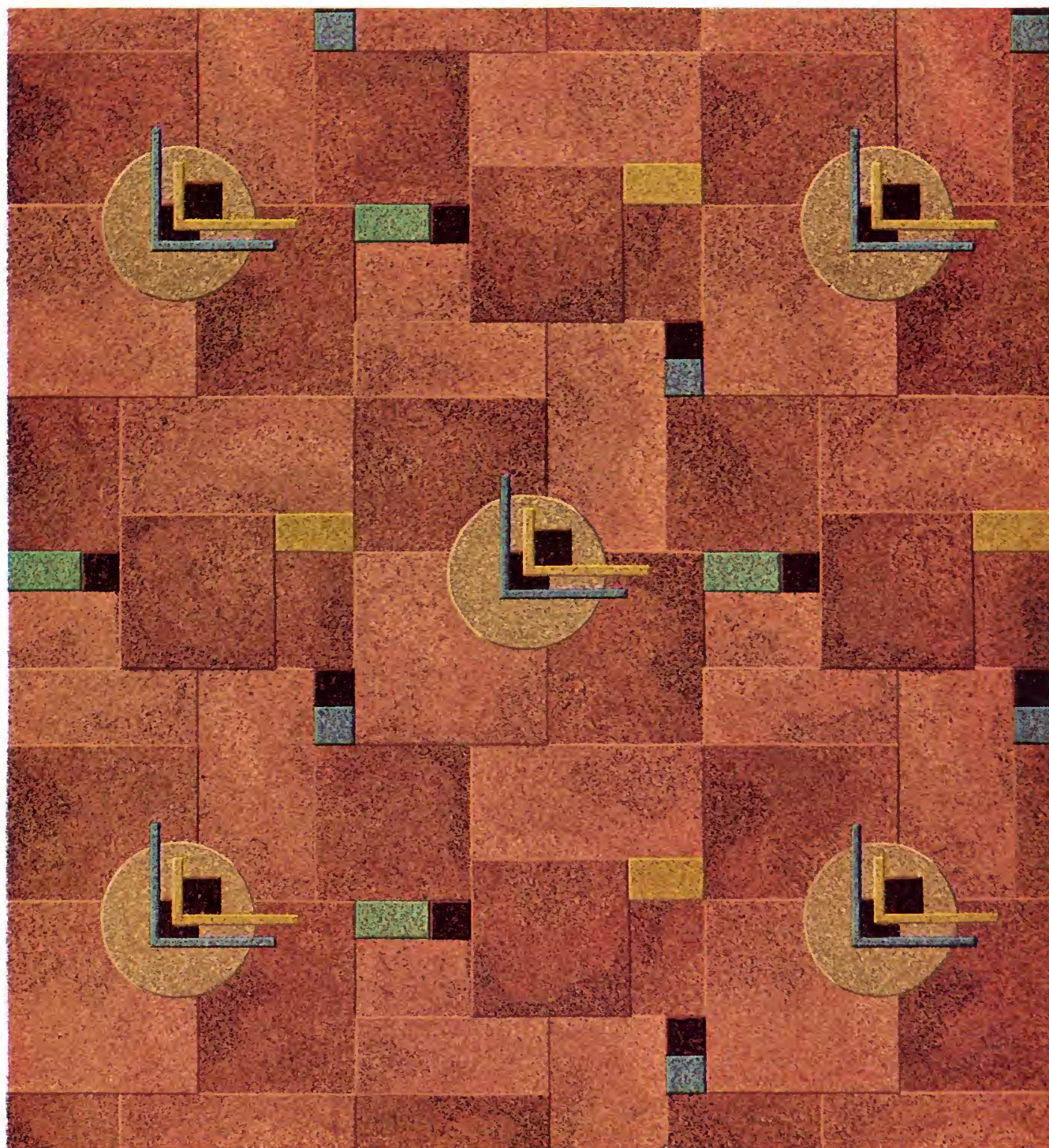
#### Suggested Color Scheme for Dress Shop

Border.....	No. 27	Upper Wall.....	Robin's Egg paper
Linostrips.....	Nos. 23 and 38	Trim.....	Robin's Egg, cream accent
Linowall, Dado.....	No. 703	Curtain.....	Robin's Egg silk
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Robin's Egg

#### Suggested Color Scheme for Kitchen

Border.....	No. 43	Upper Wall.....	Painted gray
Linostrips.....	Nos. 23 and 39	Trim.....	Platinum with red accent
Linowall, Full or Dado.....	No. 731	Curtain.....	Red oiled silk
Cove and Base.....	Flash Type, No. 43	Upholstery.....	Red leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6370 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMFAW

**Design**—In this pattern a warm, informal effect results from combining shaded terra cotta red tiles with modernistic circular and chevron accents. Multiplane embossed green, blue, gold, and ebony blocks stand out boldly, thus adding rich, deep beauty.

**Where to Use**—Kitchens, bathrooms, entrance halls, studies, dens, dining-rooms, sun porches, libraries, breakfast rooms, small and large stores, offices, showrooms, restaurants, clubhouses, schools, hotel and apartment lobbies, radio stations, night clubs.

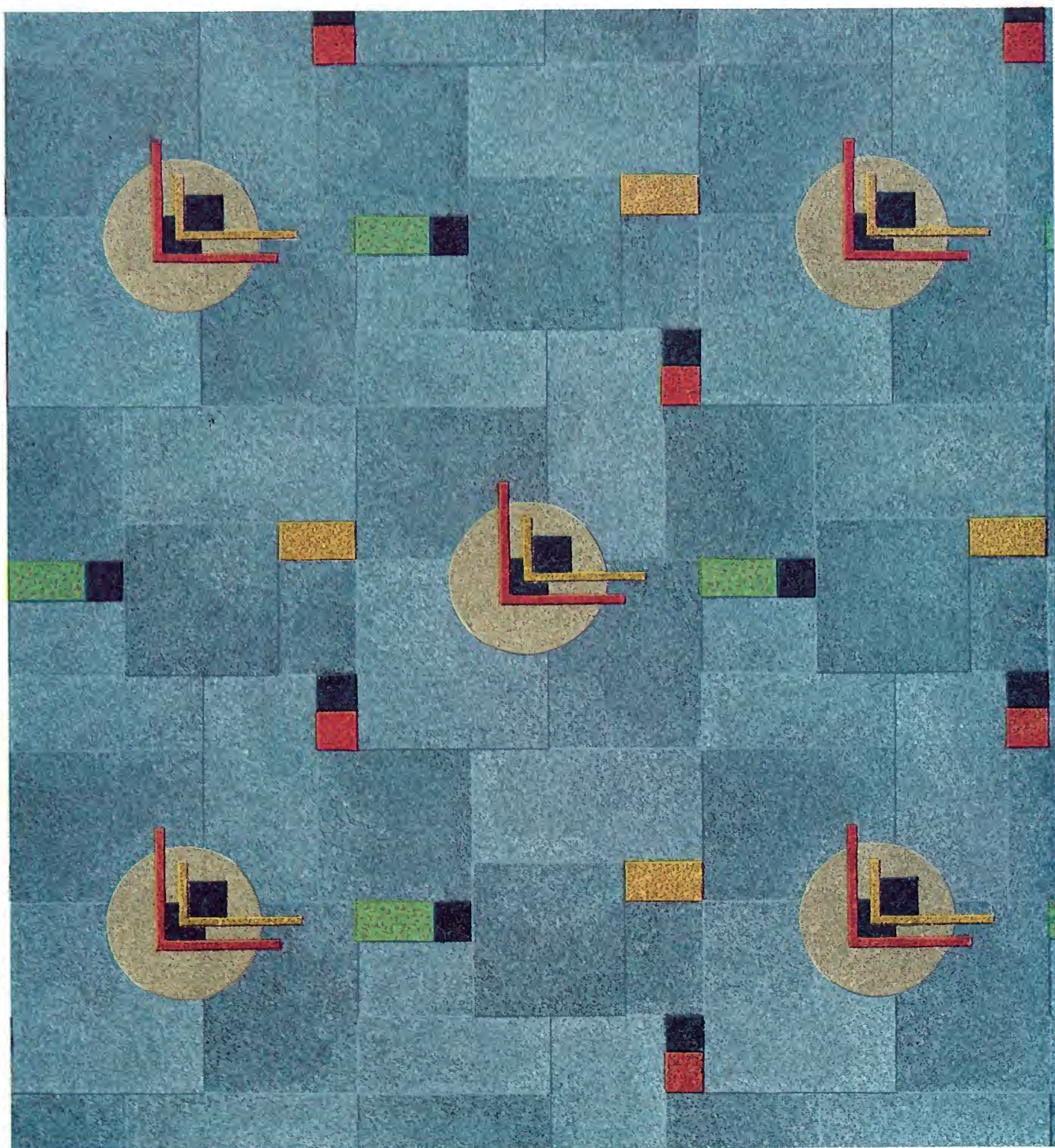
#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Upper Wall.....	Scenic paper
Linostrip.....	No. 43		in rust and blue
Linowall, Full or Dado.....	No. 735	Curtain.....	Light blue damask
Cove and Base.....	Flash Type, No. 43	Upholstery.....	Light blue
Trim.....	Pine	Rug.....	Light blue

#### Suggested Color Scheme for Den

Border.....	No. 46	Trim.....	Walnut, turquoise accent
Linostrip.....	No. 25	Curtain.....	Terra cotta
Linowall, Dado.....	No. 736		cotton damask
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Turquoise
Upper Wall.....	Painted coral, tan	Rug.....	Turquoise





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6371 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: AMFBI

**Design**—In this Multiplane Embossed pattern the popular blue is used in a new and entirely different way. It has a smoky hue and is skillfully highlighted by red and gold chevrons and olive gray discs. Accent blocks are of red, gold, dark blue, and green.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, dens, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, offices, night clubs, showrooms, restaurants, clubhouses, hotel and apartment lobbies, theatres, radio stations.

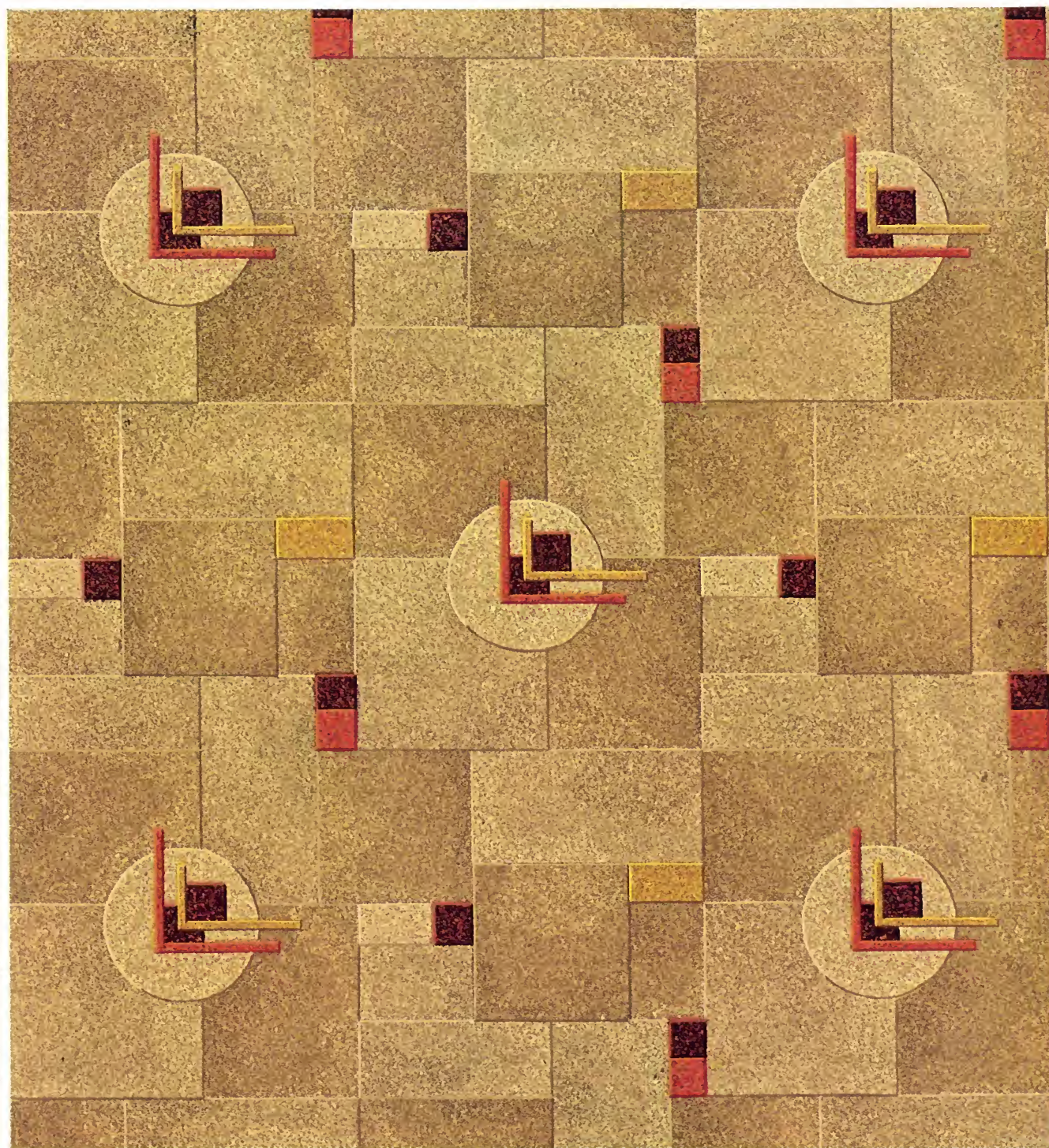
#### Suggested Color Scheme for Kitchen

Border.....	No. 30	Trim.....	Light blue, dark blue accent
Linostrip.....	No. 42	Curtain.....	Blue and green dimity
Linowall, Full or Dado.....	No. 751	Upholstery.....	Blue or green
Cove and Base..Flash Type, No. 30			
Upper Wall.....	Painted light blue		

#### Suggested Color Scheme for Den

Border.....	No. 30	Upper Wall..	Airplane design paper with blue ground
Linostrips.....	Nos. 45 and 30	Curtain.....	Fish net
Linowall, Full or Dado.....	No. 735	Upholstery.....	Red or blue
Cove and Base..Flash Type, No. 30		Rug.....	Dark red
Trim.....	Pine		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 6372 Embossed Inlaid—Heavy (1/8" Gauge)

Code Word: AMFHU

**Design**—This Multiplane Embossed pattern with its shaded rich brown tile effect stands out because of the absence of interliners. Discs of light brown and chevrons of red and gold combine with accents of gold, red, and chocolate brown to furnish a new note.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small and large stores, offices, banks, night clubs, show-rooms, clubrooms, restaurants, hotel and apartment lobbies.

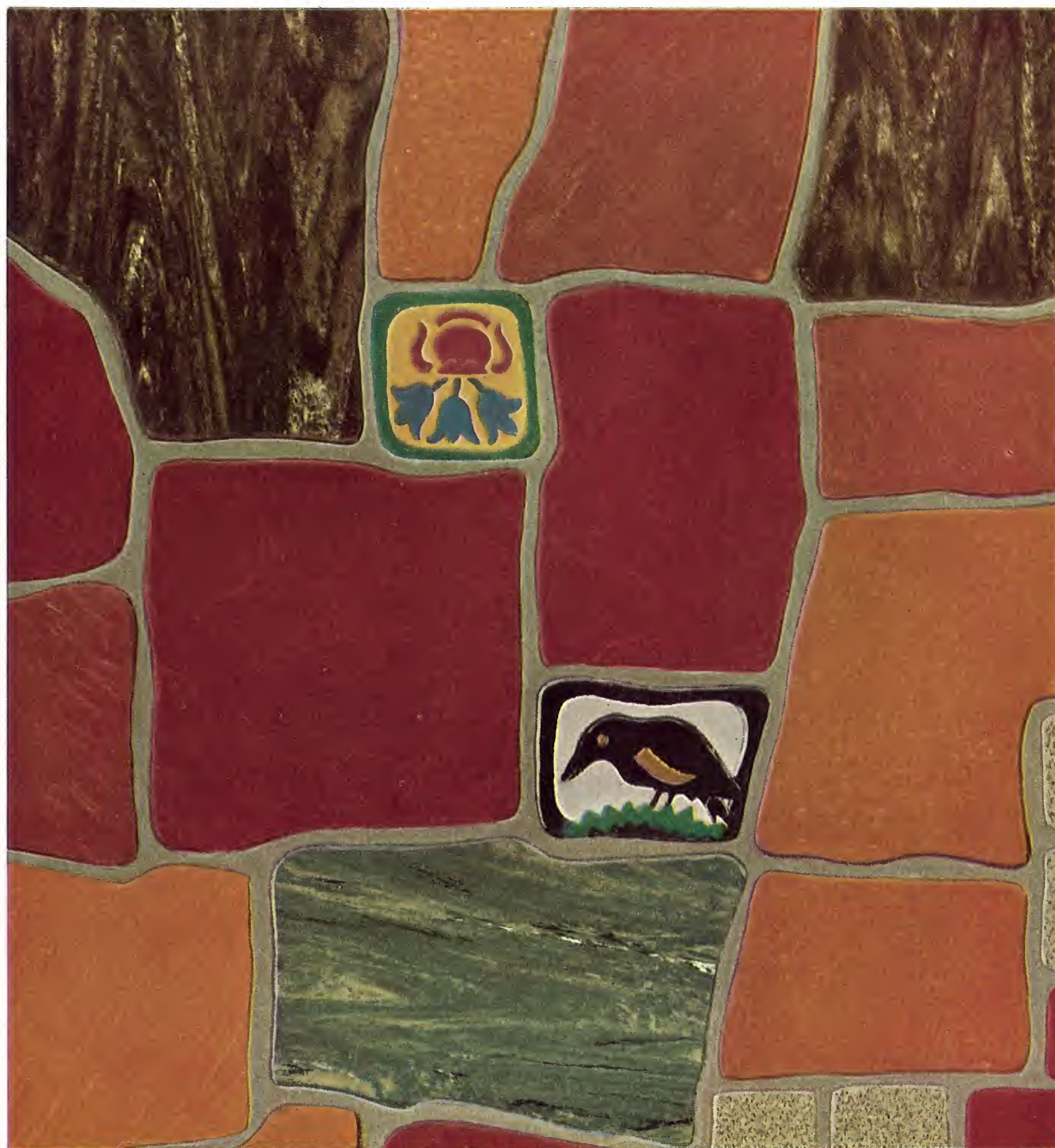
#### Suggested Color Scheme for Clubroom

Border.....	No. 20	Upper Wall.....	Painted burgundy
Lino-strip.....	No. 40	Curtain.....	Brown chintz in modern design
Linowall, Full or Dado.....	No. 735	Upholstery.....	Red leather
Cove and Base..Flash Type, No. 20		Rug.....	Burgundy
Trim.....	Pine		

#### Suggested Color Scheme for Kitchen

Border.....	No. 20	Trim.....	Yellow, brown accent
Lino-strip.....	No. 48	Curtain.....	Yellow and brown chintz
Linowall, Full or Dado.....	No. 750	Upholstery.....	Same as curtains
Cove and Base..Flash Type, No. 20			
Upper Wall.....	Yellow paper		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 16003 Embossed Inlaid—Heavy (1/8") Gauge

Code Word: TEOCFIL

**Design**—Here is a large scale broken tile design that is somehow reminiscent of an old world baronial hall. While tile-reds predominate in the pattern there are also large units of gray and brown, all separated by gray mortar interliners. Special medallion features, such as floral and bird figures, high-spot the pattern.

**Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, offices, showrooms, restaurants, clubhouses, exhibits, Rathskellers, theatres, cocktail bars, hotel and apartment lobbies, tea rooms, coffee shops, banks.

#### Suggested Color Scheme for Dining-room

Border.....	No. 46	Upper Wall.....	White Temlok
Linostrip.....	No. 24	Trim.....	Walnut
Linowall, Dado.....	No. 736	Curtain.....	Red hand-blocked linen
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Brown linen

#### Suggested Color Scheme for Sun Porch

Border.....	No. 25	Trim.....	Painted sage to match Linowall
Linowall to Ceiling.....	No. 738	Curtain.....	Green and white leaf cotton
Cove and Base.....	Flash Type, No. 25		





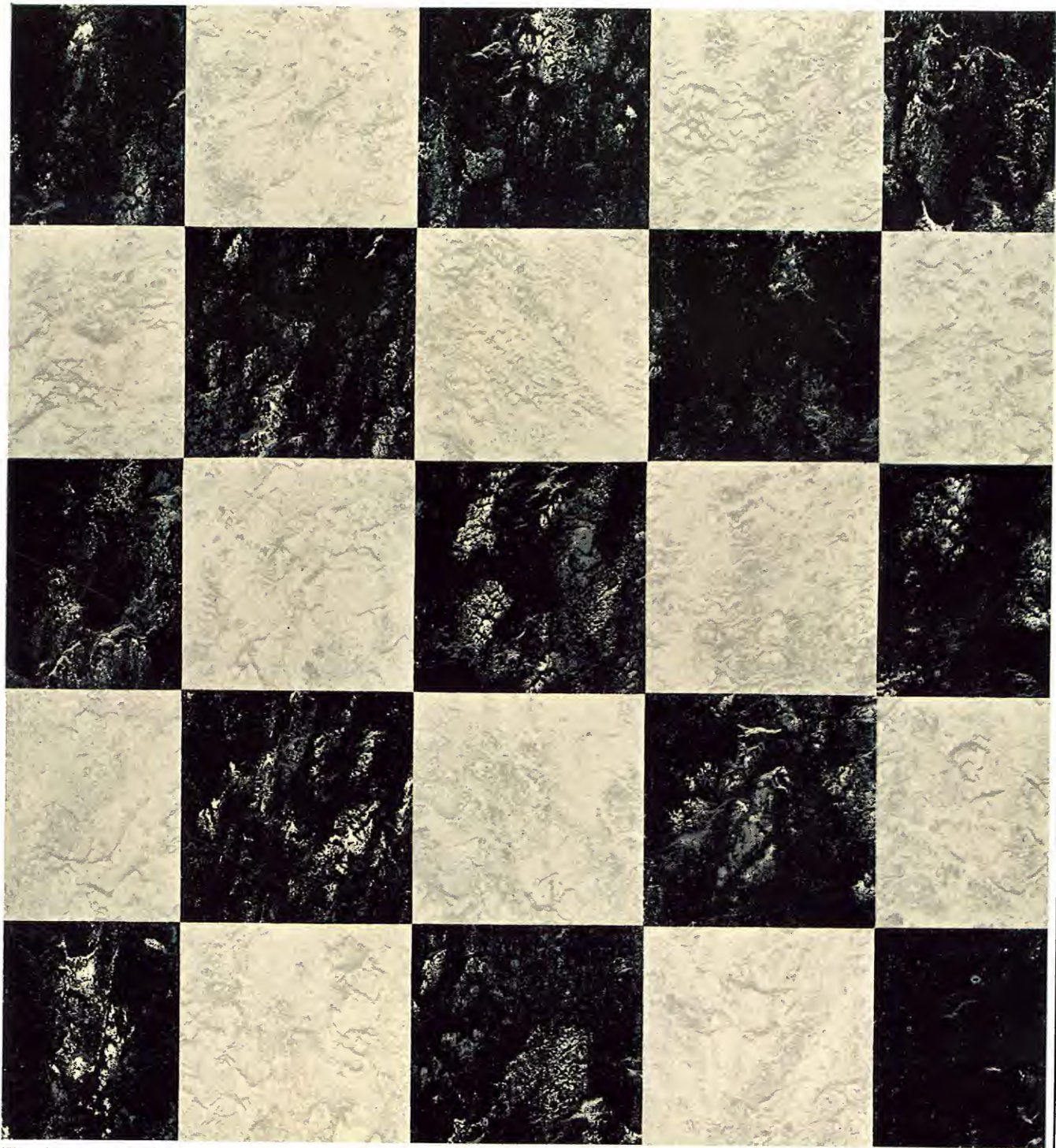
### ARMSTRONG'S HEAVY GAUGE LINOLEUM WITHSTANDS HARD WEAR AND RETAINS ITS BEAUTY IN SEVERE TRAFFIC AREAS

Because of its extra long life and low maintenance cost, Armstrong's Heavy Gauge Linoleum is favored by architects, building owners, and others as an ideal flooring for commercial and institutional usage where extreme durability is desired in addition to pleasing appearance. Heavy Gauge is built to take constant traffic and to withstand other conditions involving severe wear. In addition, the thicker linoleum mix keyed to the burlap backing provides greater underfoot resilience and tends to hide slight unevenness in the subfloor. The fact that the colorings extend all the way through to the burlap backing of the material is an assurance that—with reasonable care and proper maintenance—Heavy Gauge linoleum patterns will retain their new appearance throughout their long life.

Typical of the heavy-traffic installations for which Heavy Gauge is essential is the Coffee Shop of New York's Hotel Pennsylvania, illustrated above. In these days of highly competitive business, however, commercial floors must be more than durable. They must also express the utmost in sales showmanship, because a floor that is outstandingly inviting in appearance can help greatly to lure customers to the point of sale. This psychology is admirably demonstrated by the color scheme and design of the Hotel Pennsylvania floor. Here, in a deep rose field, attractive silver gray Linostrips subtly guide footsteps to the counters, which are covered with Armstrong-Stedman Rubber Tile and faced with Armstrong's Monowall. The noise-absorbing ceiling is Armstrong's Corkoustic.



ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY



(Size of Blocks—6" x 6")

(2 yards wide only)

### No. 246 Straight Line Inlaid—Heavy ( $\frac{1}{8}$ " Gauge)

Code Word: ASICACH

**Design**—Black and white marble effects are always suitable for residential and commercial floors. In this pleasing pattern, the popular checkerboard design is used with six-inch square blocks.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-

rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, barber shops, theatres, candy shops, exhibits.

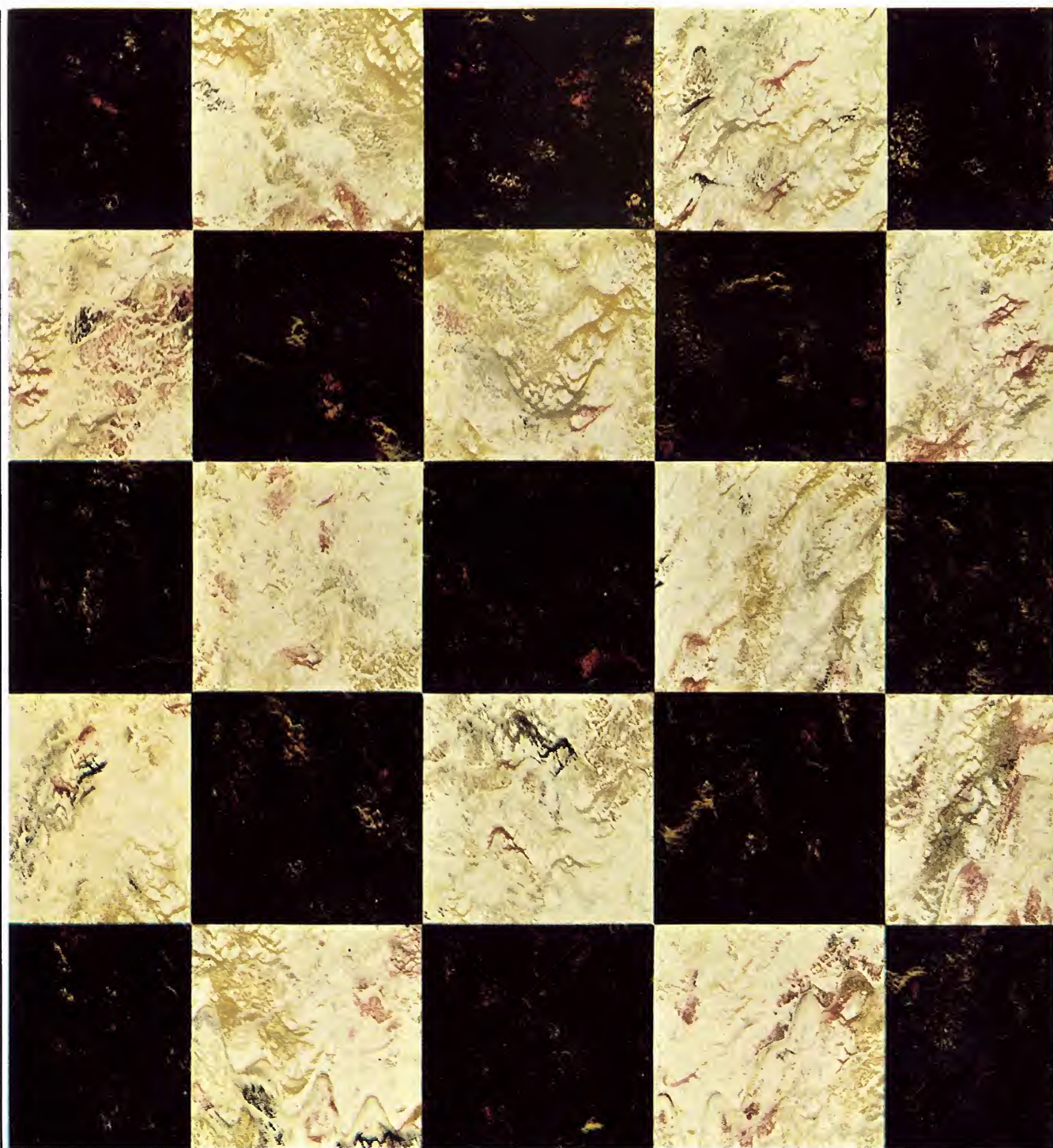
### Suggested Color Scheme for Theatre Lobby

Border.....	No. 27	Trim.....	Taupe with black accent
Linostrips.....	Nos. 45 and 52	Curtain.....	Rose and white
Linowall, Full or Dado.....	No. 702		striped cotton damask
Cove and Base, Flash Type, No. 27		Upholstery.....	Rose
Upper Wall.....	Painted taupe	Rug.....	Rose

### Suggested Color Scheme for Bank

Border.....	No. 27	Trim.....	Black
Linostrip.....	No. 23	Curtain.....	Striped satin
Linowall, Dado.....	No. 709		in rose, green,
Cove and Base.....	Flash Type, No. 27		white, and black
Upper Wall.....	Painted green	Upholstery.....	Dark green





(Size of Blocks—6" x 6")

(2 yards wide only)

### No. 247 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASDTO

**Design**—One of the most popular designs in Straight Line Inlaid is the checkerboard. In this particular checkerboard pattern the blocks are six inches square. The walnut brown marble blocks are alternated with cream units flecked with terra cotta and brown.

**Where to Use**—Bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, small stores, large stores, night clubs, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, theatres.

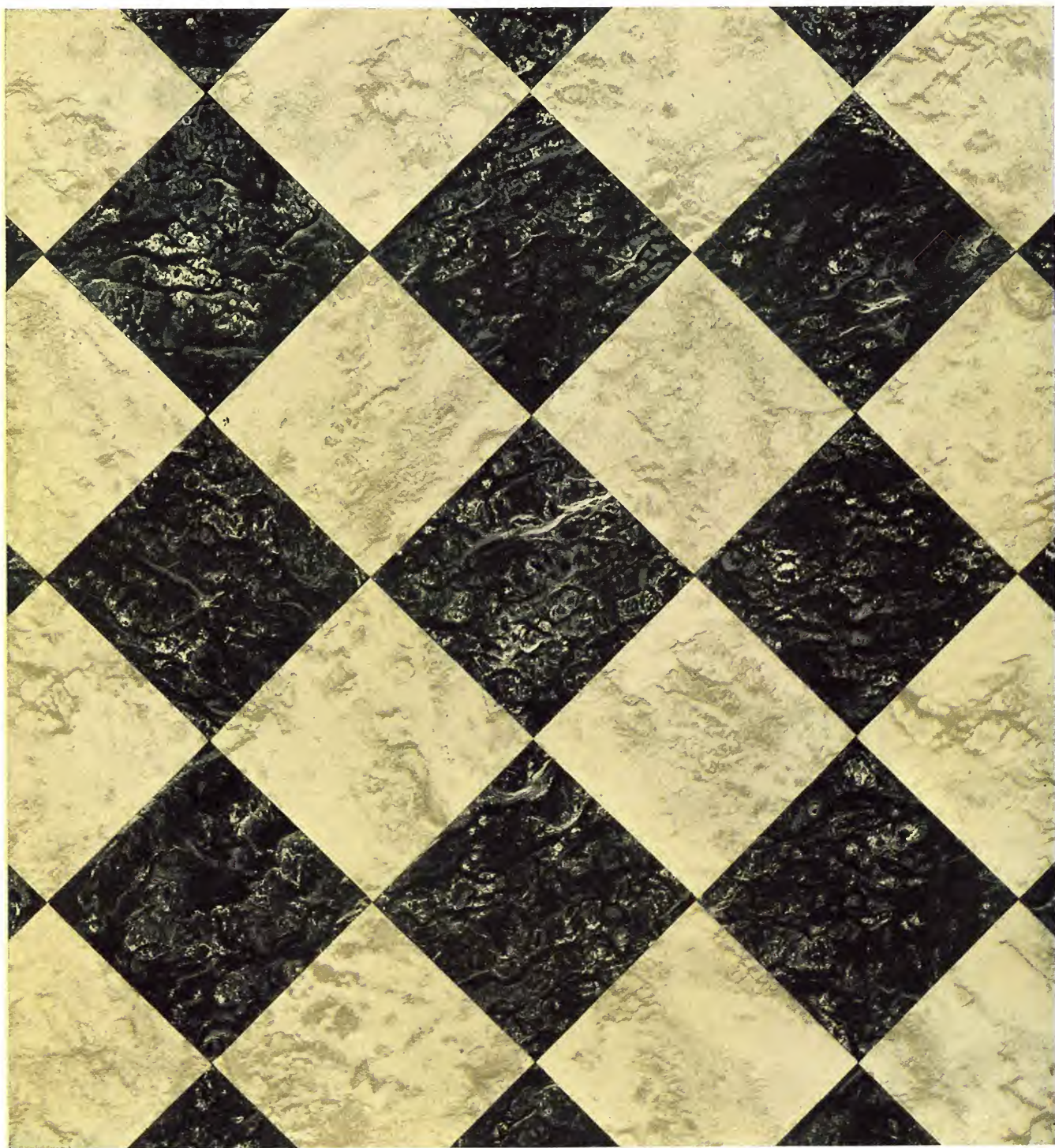
#### Suggested Color Scheme for Hotel Lobby

Border.....	No. 46	Curtain.....	Blocked linen in
Linostrip.....	No. 41		taupe, orange,
Linowall, Full or Dado.....	No. 702		and brown
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Orange leather
Trim.....	Taupe	Rug.....	Brown

#### Suggested Color Scheme for Entrance Hall

Border.....	No. 27	Upper Wall.....	Scenic paper in slate
Linostrip.....	No. 25		blue and terra cotta
Linowall, Full or Dado.....	No. 710	Curtain.....	Rose silk marquisette
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Slate and blue
Trim.....	Platinum	Rug.....	Terra cotta





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(Size of Blocks—about 6" square)

(2 yards wide only)

### No. 356 Straight Line Inlaid—Heavy ( $\frac{1}{8}$ " Gauge)

Code Word: ASIBLOZ

**Design**—This is a variation of the popular checkerboard design, one of the favorite designs in Straight Line Inlaid. It is made up of contrasting black and white marble blocks, six inches square. But instead of being arranged in the usual checkerboard fashion, the marbleized squares in this pattern are laid on the diagonal.

**Where to Use**—Kitchens, bathrooms, entrance halls, powder rooms, sun porches, libraries, dining-rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, churches, barber shops.

#### Suggested Color Scheme for Dining-room

Border.....	No. 021	Curtain.....	Yellow taffeta with silver braid
Cove and Base..Flash Type, No. 021			
Wall.....	White paper, silver stripe	Upholstery.....	Yellow
Trim.....	White with gray trim	Rug.....	Black

#### Suggested Color Scheme for Powder Room

Border.....	No. 021	Trim.....	Black with rose trim
Linowall, Dado.....	No. 703	Curtain.....	Rose silk
Cove and Base..Flash Type, No. 021		Upholstery.....	Rose
Upper Wall..Silver with rose design		Rug.....	Gray





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 602 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASTUC

**Design**—While the comparatively large design and restrained coloring of this pattern at first suggest its use in rooms of dignity or formality, it will be quickly discovered that the varied blended

tones may also be used in creating less conservative interiors. **Where to Use**—Entrance halls, sun porches, studies, recreation rooms, libraries, restaurants, large stores, beauty parlors, offices.

#### Suggested Color Scheme for Study

Border.....	No. 20	Trim.....	Brown
Cove and Base..	Flash Type, No. 20	Curtain.....	Yellow printed linen
Linowall, Full or Dado...	No. 735	Upholstery.....	Brown
Upper Wall.....	Cream gray paint	Rug.....	Gray

#### Suggested Color Scheme for Restaurant

Border.....	No. 46	Upper Wall.....	Red paper
Linowall, Dado.....	No. 736		Chinese design
Cove and Base..	Flash Type, No. 46	Curtain.....	Brown moire
Trim.....	Walnut	Upholstery.....	Red velvet





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 660 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASEL M

**Design**—Nature's colors are always pleasing. Here, green and brown are combined in a fresh, crisp pattern which will make a room seem more cheerful and sunny. The streamlined simplicity of its design harmonizes with informal, modern interiors, whether

they are large or small. For business or residential installations. **Where to Use**—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, showrooms, restaurants, hospitals, barber shops, corridors, banks, cocktail lounges.

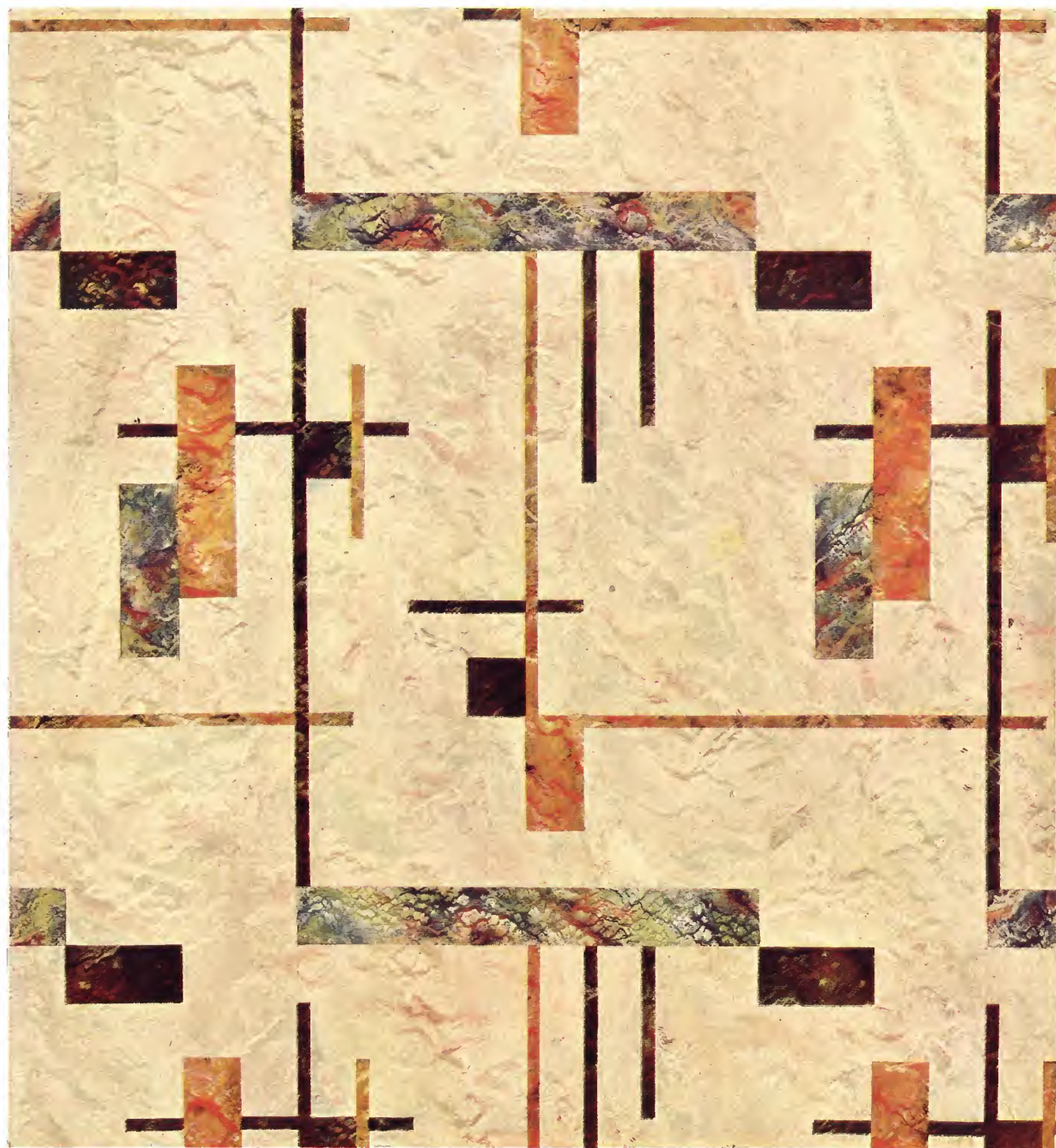
#### Suggested Color Scheme for Sun Porch

Border.....	No. 27	Trim.....	Ivory with green accent
Linostrip.....	No. 42	Curtain.....	Heavy texture in
Lino wall, Full or Dado.....	No. 737		yellow with green stripe
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Green
Upper Wall.....	Light green	Rug.....	Green or tan

#### Suggested Color Scheme for Automobile Showroom

Border.....	No. 46	Trim.....	Pine
Lino strips.....	Nos. 42 and 20	Curtain.....	Natural linen printed
Lino wall, Full or Dado.....	No. 735		in green and brown
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Brown or green
Upper Wall.....	Green		leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 670 Straight Line Inlaid—Heavy (1/8" Gauge

Code Word: ASLEW

**Design**—The serviceable marbled field of this open ground overlay pattern glows warmly with coral tints, while tan, green, and coral accents suggest a number of schemes for room decoration.

Open ground designs tend to create spaciousness in small rooms. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms.

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 21	Upper Wall.....	Tan paper with
Linostrips.....	Nos. 28 and 41		design in taupe
Linowall, Dado.....	No. 738	Trim.....	Light tan
Cove and Base..	Flash Type, No. 21	Curtain.....	Green silk

#### Suggested Color Scheme for Kitchen

Border.....	No. 28	Cove and Base..	Flash Type, No. 28
Linostrip.....	No. 44	Trim.....	Sage—tan trim
Linowall, Full or Dado.....	No. 737	Curtain.....	Brown and white organdy
Upper Wall.....	Painted ivory	Upholstery.....	Tan





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 671 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASLOB

**Design**—Many small, dark rooms seem larger and better lighted when a wisely selected floor is installed. This pattern happily combines an open, spacious design, brightened by indigo and

jewel colors, with an unusually light but practical marbled background which effectively conceals footprints and tracked-in dirt.  
**Where to Use**—Kitchens, bathrooms, breakfast rooms, stores.

#### Suggested Color Scheme for Kitchen

Border.....No. 29	Upper Wall... Plaid ribbon paper
Linowall, Full or Dado... No. 704	Trim.....White
Cove and Base..Flash Type, No. 29	Curtain.....White organdy

#### Suggested Color Scheme for Breakfast Room

Border.....No. 30	Trim....Light blue with ivory trim
Cove and Base..Flash Type, No. 30	Curtain.....Dimity, white with
Wall.....Light blue paint	flower print



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 673 Straight Line Inlaid—Heavy (1/8" Gauge)

Code Word: ASLNO

**Design**—Rooms in homes or business establishments may be given a sense of spaciousness and modern freshness by the open ground overlay design and the light coloring of this pattern. The white background is softened by attractive marbling which has

the practical advantage of hiding footprints and tracked-in dirt. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, powder rooms, grocery stores, delicatessens, tea rooms, butcher shops, florist shops, libraries.

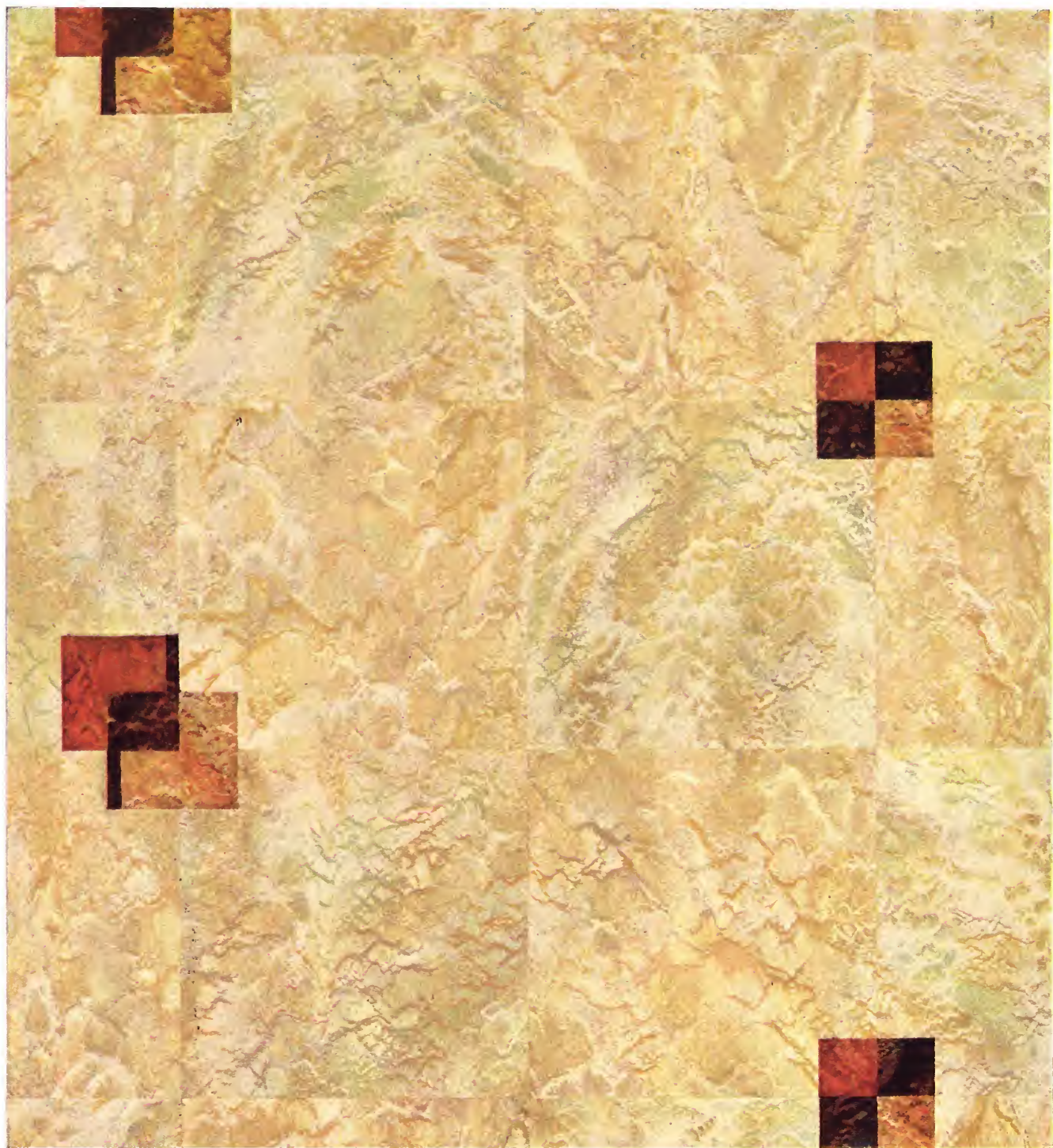
### Suggested Color Scheme for Powder Room

Border.....	No. 27	Upper Wall.....	Silver, white paper
Linostrips.....	Nos. 23 and 26	Trim.....	Silver—red trim
Linowall, Dado.....	No. 703	Curtain.....	Red oiled silk
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Red

### Suggested Color Scheme for Beauty Shop

Border.....	No. 27	Trim.....	White
Linowall, Dado.....	No. 704	Curtain.....	White organdy
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Black
Upper Wall.....	Modern, white ribbon	Rug.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 680 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHLO

**Design**—This new design features a crisp, distinct graining of the nine-inch marbled background blocks and bright, custom-type accents. The light pastel coloring of this pattern is espe-

cially suitable for residential work as well as for commercial areas. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, small stores, hotel lobbies, showrooms, exhibits.

#### Suggested Color Scheme for Candy Shop

Border.....	No. 46	Trim.....	Rose-tint
Linowall, Full or Dado.....	No. 705	Curtain.....	Brown organdy with
Cove and Base..Flash Type, No. 46			white wool pompons
Upper Wall.....	Painted rose-tint	Upholstery.....	Brown

#### Suggested Color Scheme for Lobby

Border.....	No. 017	Upper Wall.....	No. 737
Linostrap.....	No. 23	Trim.....	Ivory
Linowall, Dado.....	No. 710	Curtain.....	Green damask
Cove and Base..Flash Type, No. 017		Upholstery.....	Ivory leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 682 Straight Line Inlaid—Heavy (1/8" Gauge)

Code Word: ASHIN

**Design**—Rich earth tones veined with sienna and Venetian red make this pattern suitable for formal rooms and areas, although the warmth in its alternating 9-inch background blocks is widely adaptable. The design features the new, crisp marble graining.

**Where to Use**—Entrance halls, dining-rooms, sun porches, recreation rooms, libraries, small stores, large stores, offices, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and theatre lobbies, airport terminals.

#### Suggested Color Scheme for Hotel Dining-room

Border.....No. 46  
Linostrips.....Nos. 45 and 25  
Linowall, Full.....No. 706  
Cove and Base..Flash Type, No. 46  
Trim.....Buff

Curtain.....Blocked linen in blue,  
buff, terra cotta, and green  
Upholstery.....Terra cotta  
Rug.....Terra cotta

#### Suggested Color Scheme for Theatre Lobby

Border.....No. 46  
Linostrips.....No. 39  
Linowall, Full.....No. 736  
Cove and Base..Flash Type, No. 46

Ceiling.....Chinese red  
Trim.....Walnut  
Curtain.....Modern in Chinese red  
Upholstery.....Chinese red leather  
Rug.....Chinese red



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 683 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHBY

**Design**—A nine-inch marble block pattern in a deep travertine coloring similar to No. 09 Marbelle. Added interest is given to the design by the simplified inset blocks in brown, onyx, and burnt umber. This wide open ground effect creates almost the appearance of a custom floor in a coloring that will prove to be

equally effective in commercial or residential installations. **Where to Use**—Entrance halls, dining-rooms, libraries, small stores, large stores, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, airport terminals, drug stores.

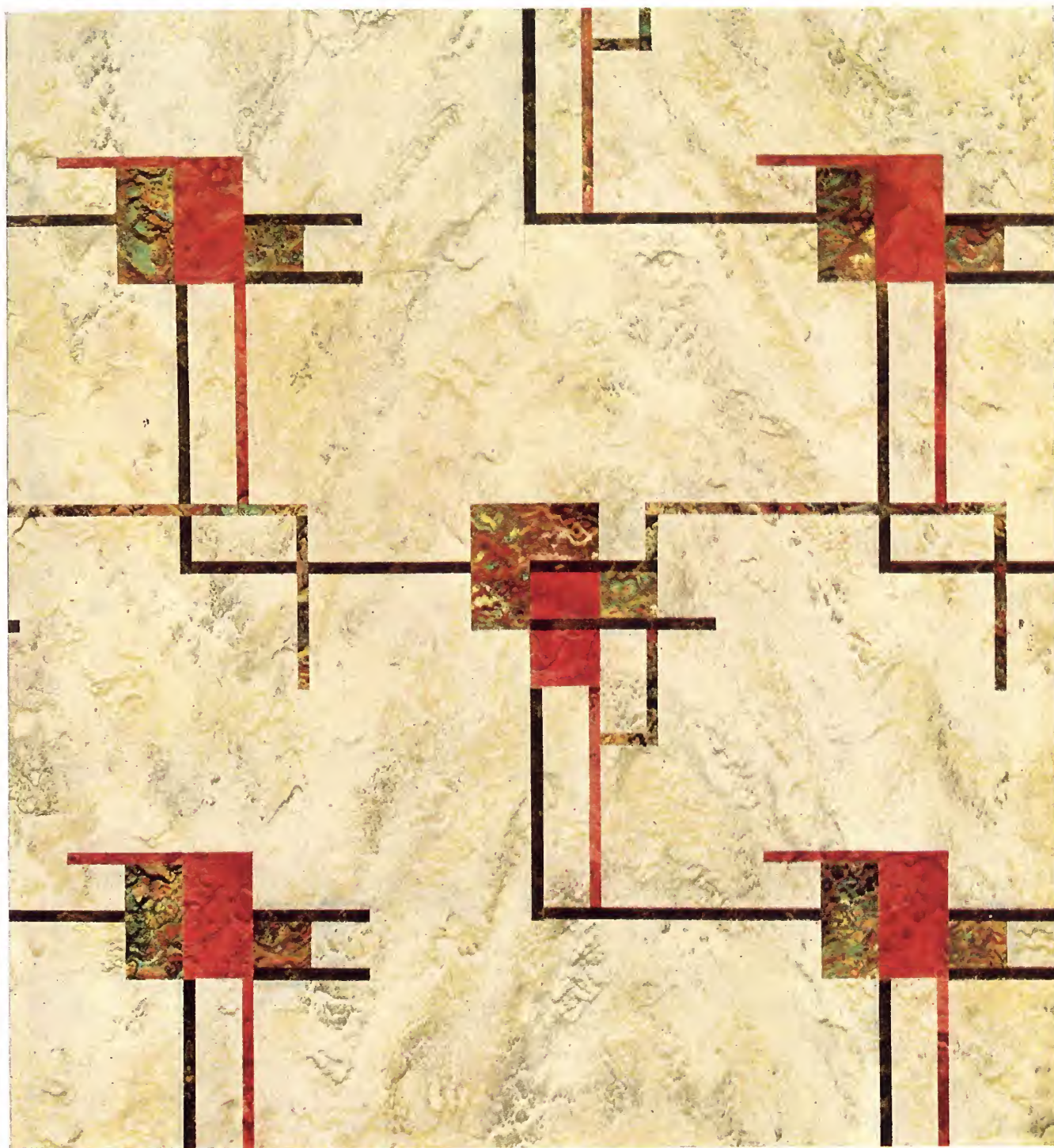
### Suggested Color Scheme for Office

Border.....	No. 46	Upper Wall.....	Gray-green paper
Linostrip.....	No. 42	Curtain.....	Green fabric in
Linowall, Full or Dado.....	No. 735		basket weave
Cove and Base.. Flash Type, No. 46		Upholstery..	Green or brown leather
Trim.....	Pine	Rug.....	Dark green

### Suggested Color Scheme for Hotel Lobby

Border.....	No. 27	Curtain.....	Multicolored
Linostrip.....	No. 42		blocked linen
Linowall, Full.....	No. 709	Upholstery.....	Black, fawn,
Cove and Base.. Flash Type, No. 27			or green
Trim.....	Cream gray	Rug.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 690 Straight Line Inlaid—Heavy (1/8" Gauge)

Code Word: ASHMU

**Design**—Polychromatic accent blocks and lines, with scarlet and burnt umber predominating, combine with the semi-open ivory ground of this overlay tracery design to produce a feeling of warmth. Hence, in addition to its general utility, this distinctive pattern serves admirably in rooms having only northern exposure.

**Where to Use**—Kitchens, entrance halls, living-rooms, dining-rooms, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, airport terminals, theatres, barber shops, studies.

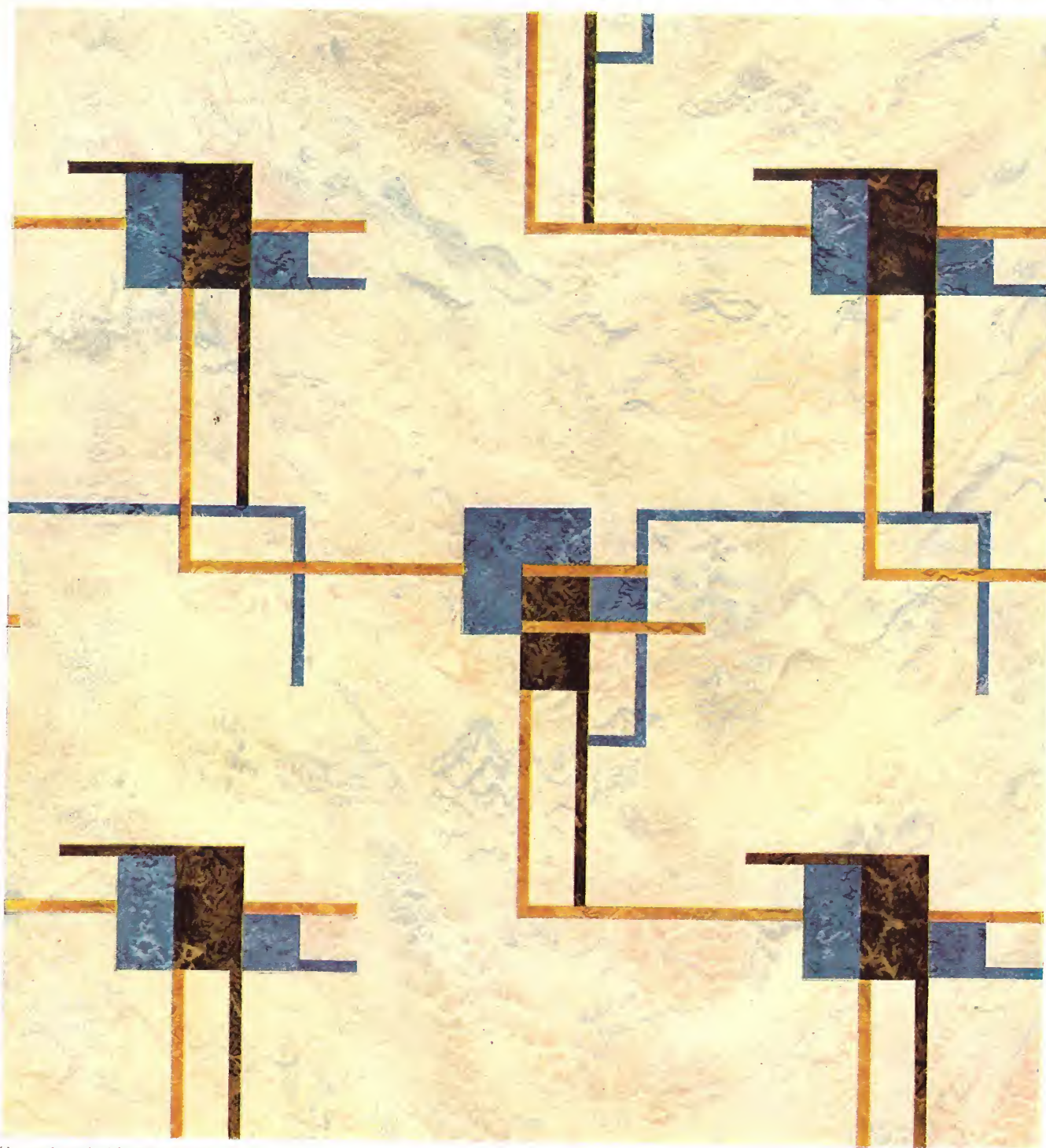
#### Suggested Color Scheme for Kitchen

Border.....	No. 21	Upper Wall.....	Ivy design paper
Linostrip.....	No. 23	Trim.....	Ivory, red accent
Linowall, Full or Dado.....	No. 737	Curtain.....	Green check chintz
Cove and Base..Flash Type, No. 21		Upholstery.....	Same as curtain

#### Suggested Color Scheme for Barber Shop

Border.....	No. 20	Upper Wall.....	Painted buff
Linostrip.....	No. 39	Trim.....	Pine, red accent
Linowall, Full or Dado.....	No. 735	Curtain.....	Red check oiled silk
Cove and Base..Flash Type, No. 20		Upholstery.....	Red leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 691 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHRS

**Design**—This mother-of-pearl field sets the stage for a variety of clever pink and blue color schemes to be carried out in soft pastels. In pleasant contrast to the background color, the azure blue, burnt umber, and gold overlay add a distinction that enables this pleasing pattern to keep any room from being dull, prosaic.

**Where to Use**—Kitchens, bathrooms, dining-rooms, recreation rooms, breakfast rooms, rear entries, small and large stores, beauty parlors, banks, showrooms, restaurants, radio stations, hospitals, schools, hotel and apartment lobbies, barber shops, airport terminals, theatres, offices, night clubs, clubhouses, exhibits.

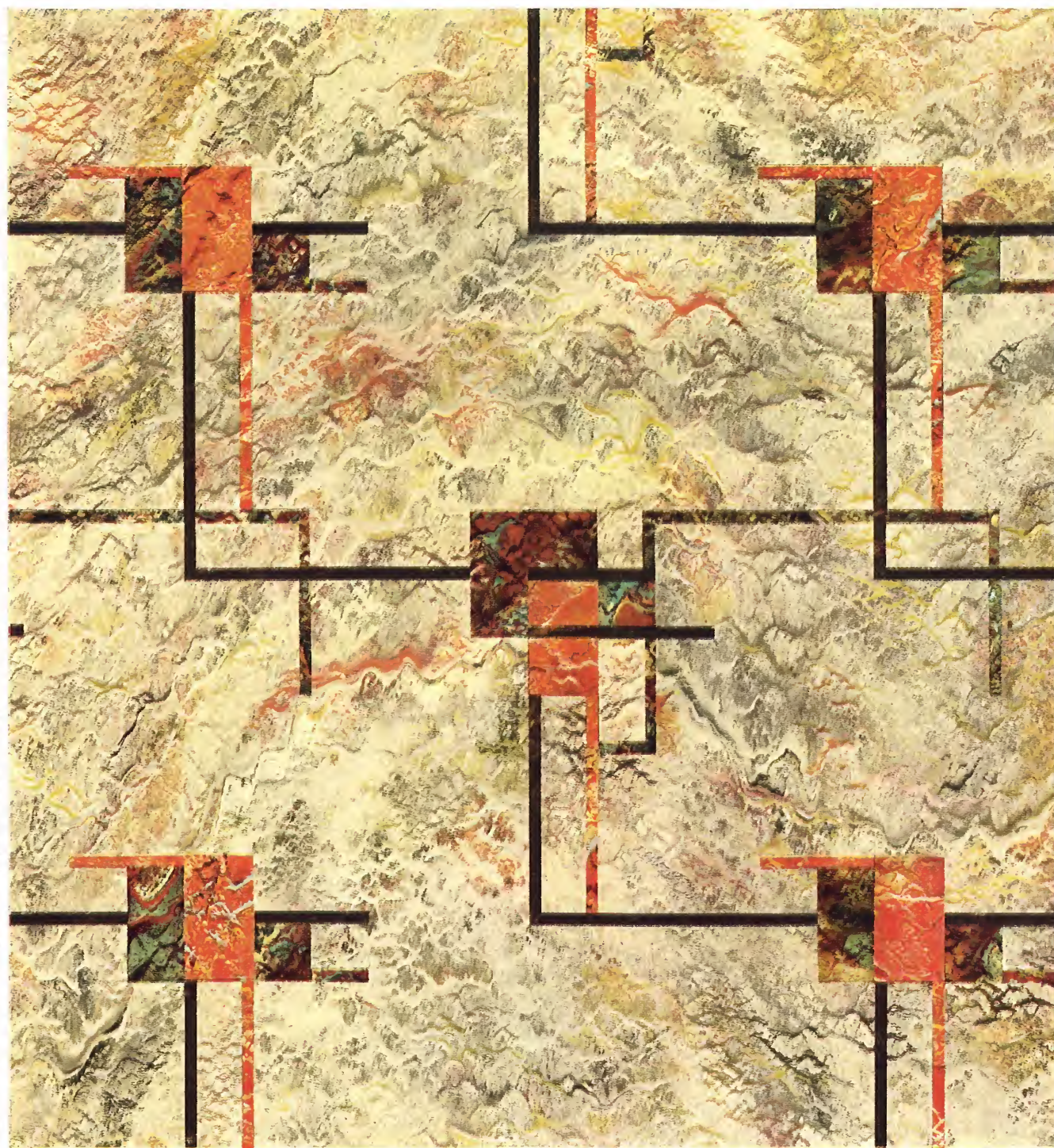
#### Suggested Color Scheme for Breakfast Room

Border.....	No. 20	Upper Wall...Pink and white paper
Linostrip.....	No. 49	Trim.....Light pink, brown accent
Linowall, Full or Dado.....	No. 705	Curtain.....Brown oiled silk
Cove and Base..Flash Type, No. 20		Upholstery.....Brown

#### Suggested Color Scheme for Bathroom

Border.....	No. 29	Upper Wall...Morning glory paper
Linostrip.....	No. 24	Trim.....Light blue, pink accent
Linowall, Full or Dado.....	No. 731	Curtain.....Blue organdy
Cove and Base..Flash Type, No. 29		Upholstery.....Pink





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 692 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: ASHWO

**Design**—This pattern is a pleasing version of a new design which boasts practical beauty, since it conceals footprints. The orange, black, and polychrome lines and blocks seem to reflect some of their color in the onyx field, adding a richness to the whole effect.

**Where to Use**—Kitchens, bathrooms, dining-rooms, libraries, breakfast rooms, small and large stores, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, airport terminals, hotel and apartment lobbies, theatres, coffee shops.

#### Suggested Color Scheme for Coffee Shop

Border.....	No. 20	Upper Wall.....	Tan striped
Linostrip.....	No. 41		rough paper
Linowall, Full or Dado.....	No. 735	Curtain.....	Orange and green
Cove and Base.. Flash Type, No. 20			flowered chintz
Trim.....	Pine	Upholstery.....	Orange

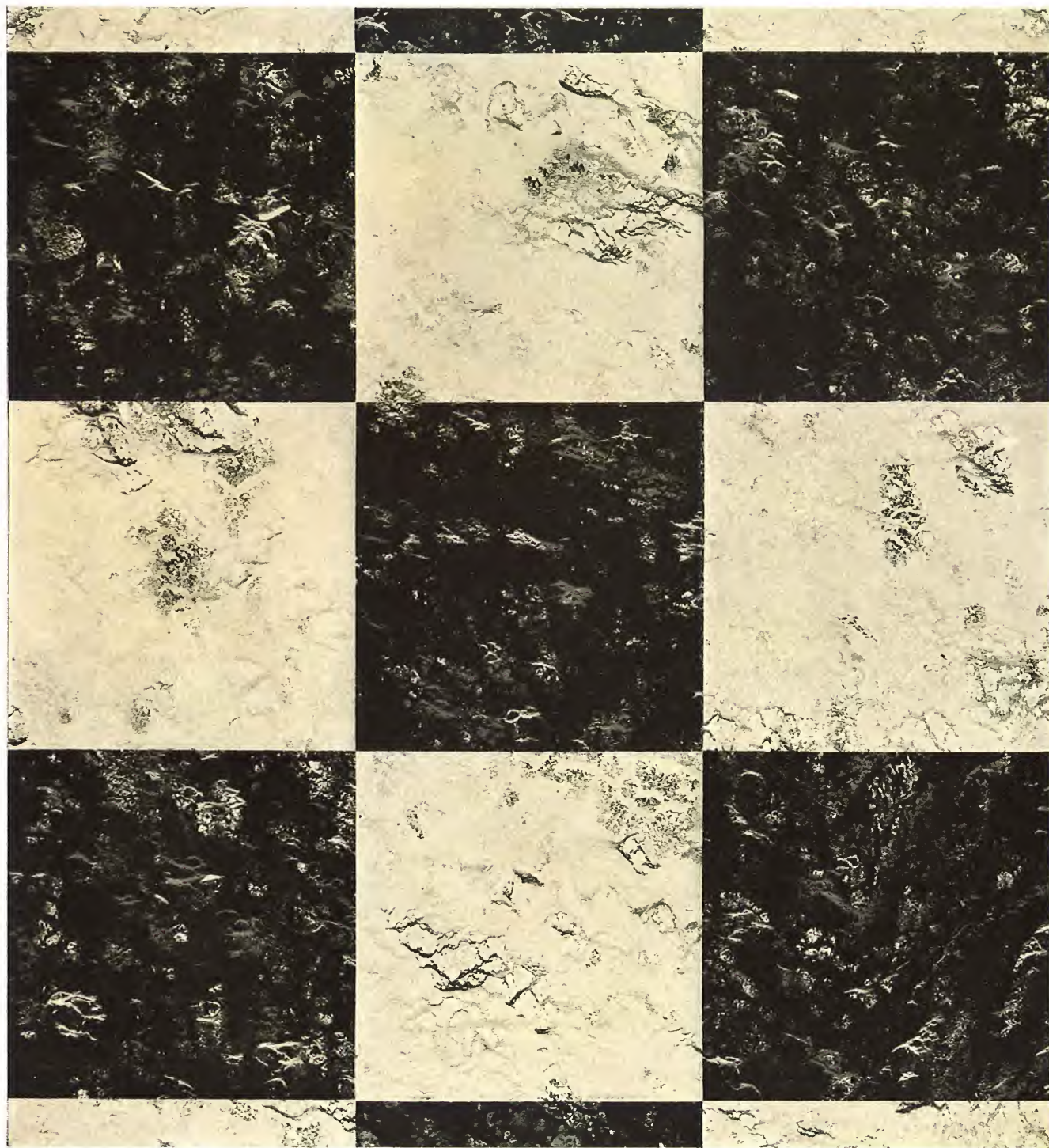
#### Suggested Color Scheme for Dining-room

Border.....	No. 46	Upper Wall....	Modern fruit design
Linostrips.....	Nos. 45 and 20		paper in tan and green
Linowall, Full or Dado.....	No. 737	Curtain.....	Modern chintz in
Cove and Base.. Flash Type, No. 46			brown and white
Trim.....	Ivory	Upholstery.....	Brown or green



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY

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(Size of Blocks—9" x 9")

(2 yards wide only)

## No. 13020 Straight Line Inlaid—Heavy (1/8") Gauge

Code Word: DAIBULV

**Design**—The dignity of Old World marble makes this pattern especially suitable where an atmosphere of formality is desired. Deeply grained, it is practical from the standpoint of concealing footprints and tracked-in dirt, yet characteristically easy to clean.

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, banks, restaurants, club-houses, hospitals, barber shops, theatres, radio stations, churches.

### Suggested Color Scheme for Bathroom

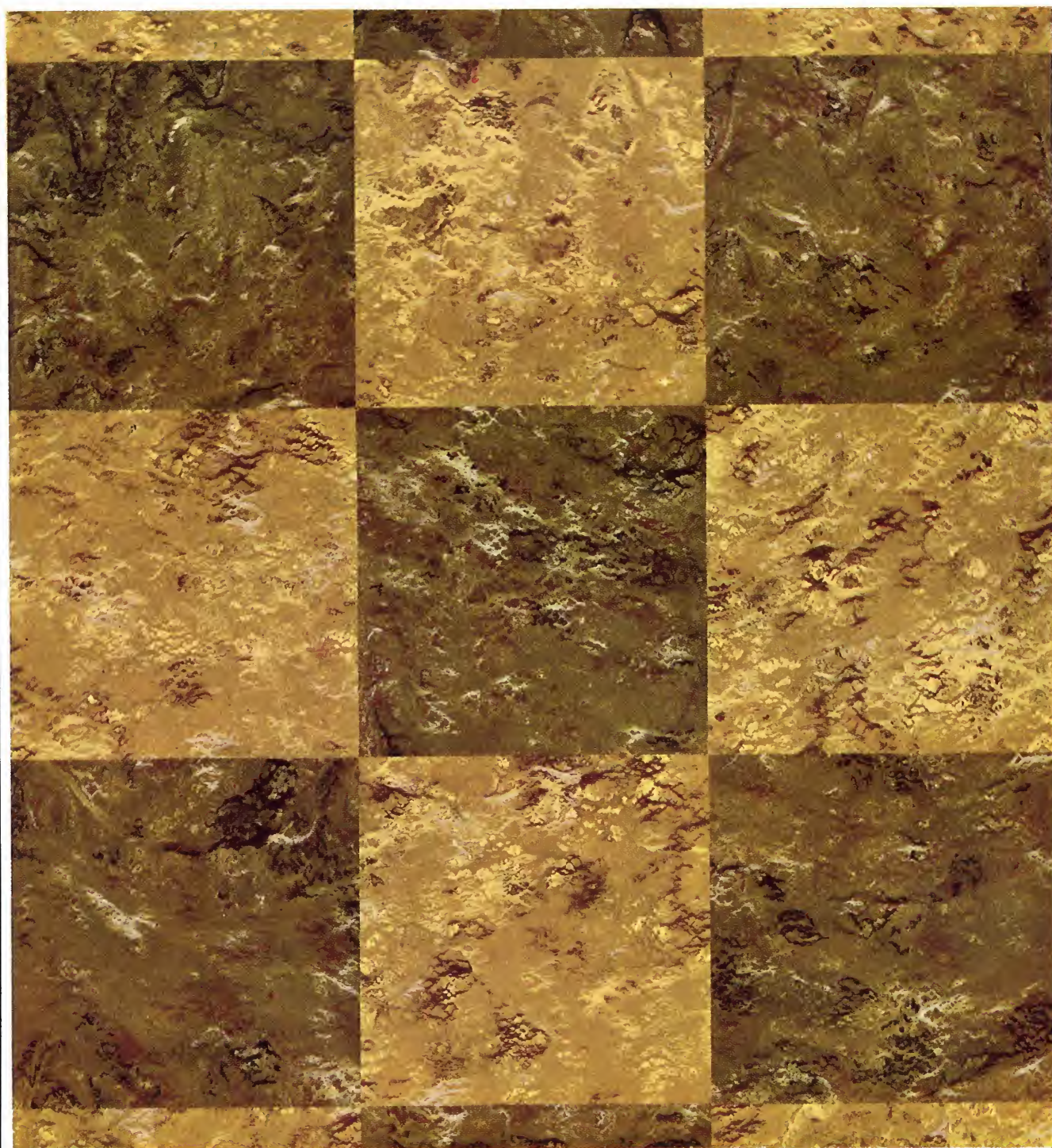
Border.....	No. 27	Wall....	Gray paper with white dots
Linostrip.....	No. 48		and yellow and white sprays
Linowall.....	No. 734	Trim.....	White with yellow stripe
Cove and Base..Flash Type, No. 27		Curtain.....	White organdy
		Rug.....	Yellow

### Suggested Color Scheme for Drug Store

Border.....	No. 021	Cove and Base..Flash Type, No. 021	
Linostrip.....	No. 37	Curtain.....	White sheer material
Linowall.....	No. 704		with stripes of cellophane
Trim.....	Deep rose with chromium trim	Wall.....	Deep rose paper with white pin dots



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(Size of Blocks 9" x 9")

(2 yards wide only)

### No. 13022 Straight Line Inlaid—Heavy ( $\frac{1}{8}$ " Gauge)

Code Word: ASWOC

**Design**—Close harmony of warm brown tones, ranging from golden tan to rich chocolate, prevents the comparatively large tile design from making rooms appear small. Thus, this conservative, dignified pattern may be used for both large and small areas.

**Where to Use**—Bathrooms, entrance halls, living-rooms, dining-rooms, studies, sun porches, large stores, beauty parlors, offices, banks, showrooms, restaurants, radio stations, clubhouses, hospitals, schools, hotel and apartment lobbies, barber shops.

#### Suggested Color Scheme for Sun Porch

Border.....	No. 46	Cove and Base.....	Natural pine
Linostrip.....	No. 48	Trim.....	Natural pine
Linowall.....	No. 735	Curtain.....	Printed linen—yellow and brown

#### Suggested Color Scheme for Office

Border.....	No. 20	Wall.....	Light green
Linostrip.....	No. 42	Trim.....	Tan
Cove and Base.....	Wood	Curtain.....	Tan and brown brocade
Linowall, Full or Dado.....	No. 710		





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**MEDIUM GAUGE EMBOSSED INLAID LINOLEUM IS FINE FLOORING  
FOR MANY AREAS AT PRICE WELL WITHIN AVERAGE BUDGET**

This inviting entrance hall is typical of the many areas in a home where the smart designs and good wearing qualities of Medium Embossed are desirable. Here the warm brick tones of Pattern 3350 add graciousness and warmth to a hospitable hall.

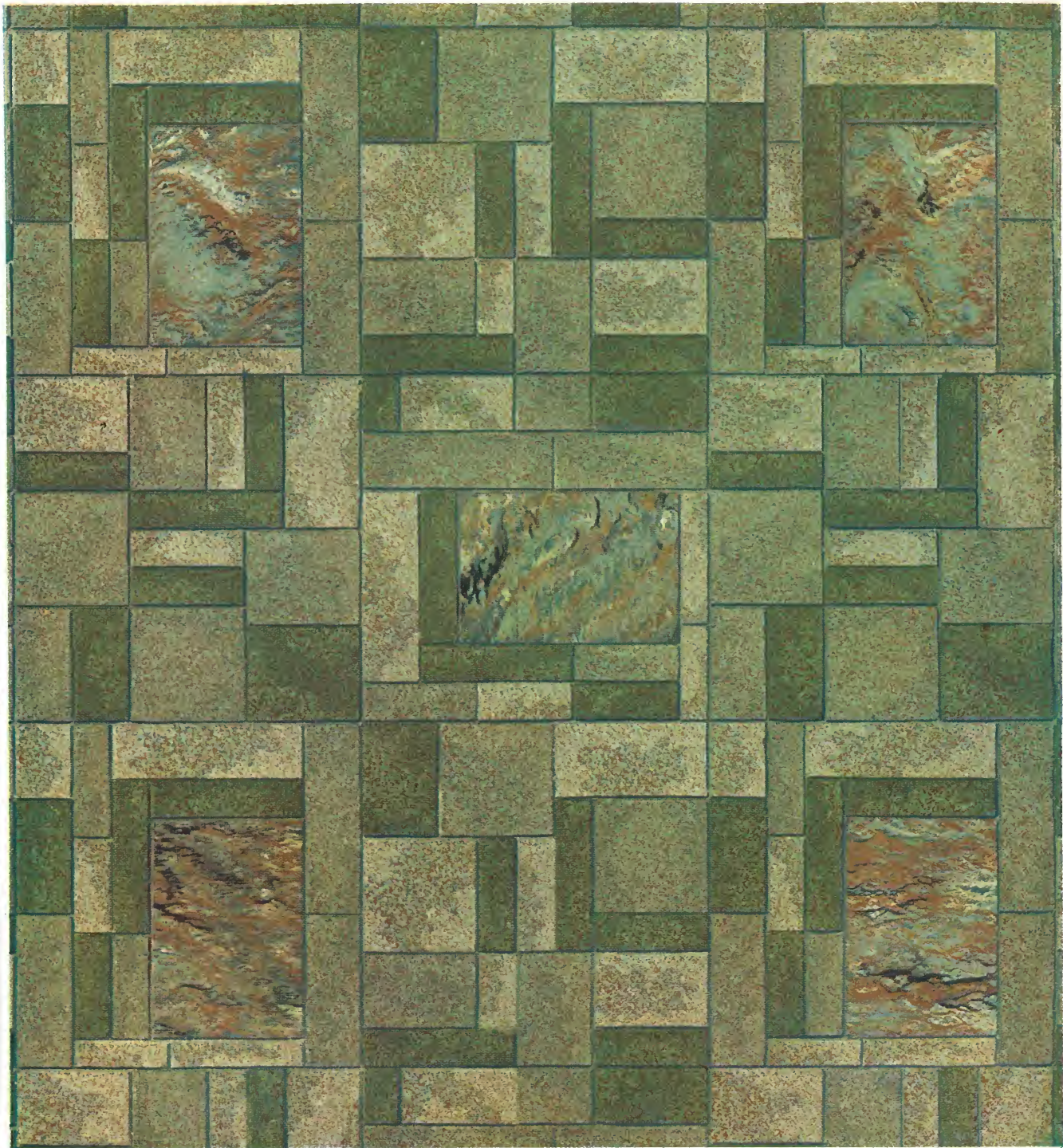
Providing a combination of durability, excellent coloring, and moderate cost, Armstrong's Medium Gauge Embossed Inlaid Linoleum is a popular mate-

rial wherever fine floors are desired at a price that is well within the average purchaser's budget. Multi-plane Embossing, an exclusive Armstrong feature, is introduced this year in the Medium Gauge.

The assortment of patterns includes designs suitable for every room of a residence, as well as for stores, offices, and school and hospital areas where traffic is not so severe as to require heavier gauges of material.



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3280 Embossed Inlaid—Medium Gauge

Code Word: BEPXI

**Design**—Rooms on the sunny side of homes or buildings generally call for cool floor patterns. Here soft tones of green suggest color schemes in green or gray, although the underlying tints permit the advantageous use of light tan or sandstone treatments. The

casually placed marbled blocks add to the impression of depth. **Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, offices, restaurants, clubhouses.

#### Suggested Color Scheme for Bathroom

Border.....No. 21  
Linostrips.....Nos. 42 and 23  
Linowall, Full or Dado.....No. 732  
Cove and Base..Flash Type, No. 21  
Trim.....Platinum

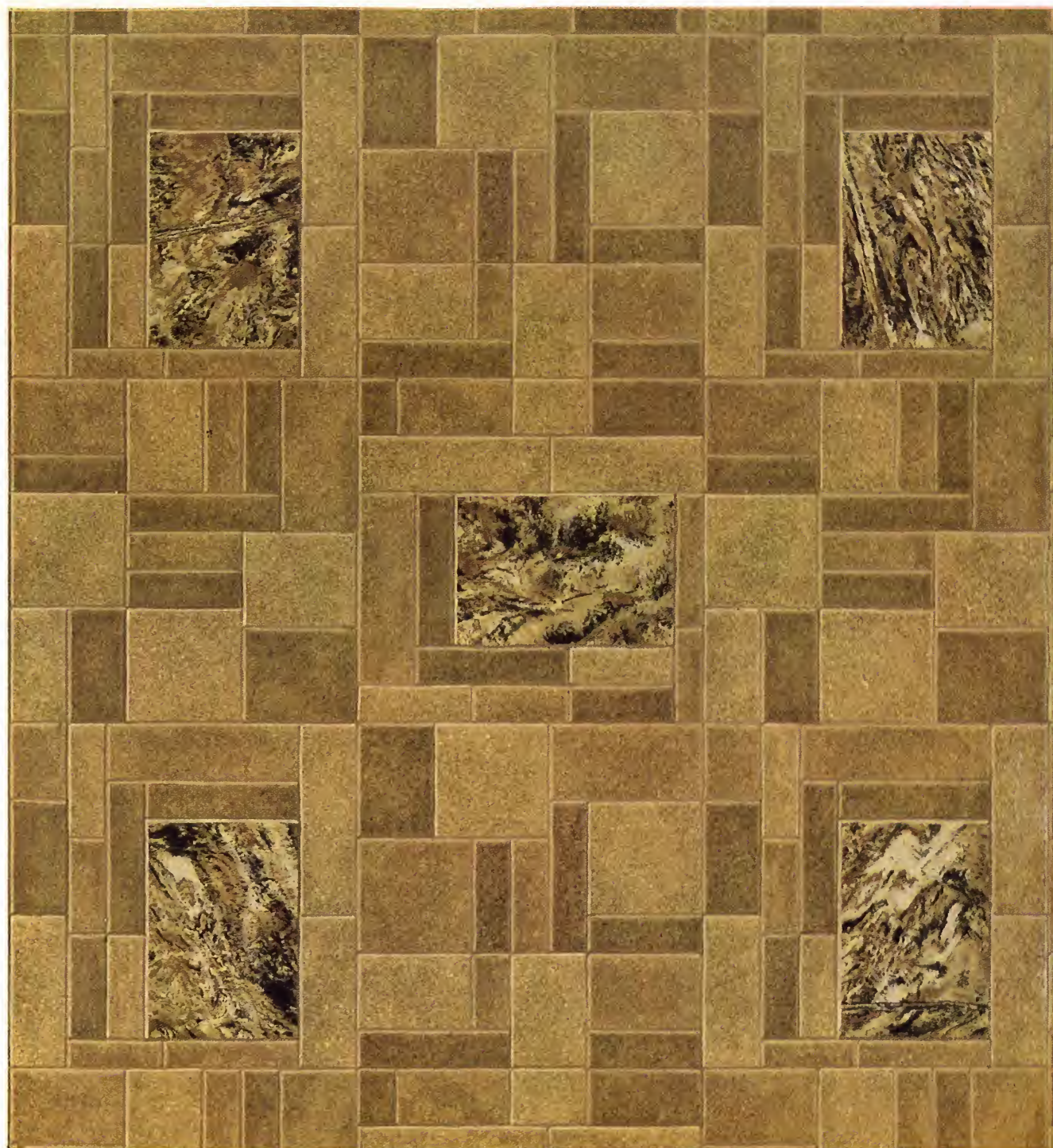
Upper Wall....Paper in free design  
of light green and coral  
Curtain.....Gray-green oiled silk  
Upholstery.....Gray-green  
Rug.....Gray

#### Suggested Color Scheme for Sun Porch

Border.....No. 21  
Linostrip.....No. 42  
Linowall, Full or Dado.....No. 737  
Cove and Base..Flash Type, No. 42  
Ceiling.....Ivory

Trim.....Semi-lustre cream  
Curtain.....Chintz in yellow,  
fawn, and brown on jade  
Upholstery.....Yellow  
Rug.....Fawn





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3281 Embossed Inlaid—Medium Gauge

Code Word: BEPYF

**Design**—Mellow blending of brown tones creates this quiet, conservative pattern upon which almost any decorative scheme may be built. The design is given depth by the occasional inset blocks

of darker marbled shades, as well as by the embossed interliners. **Where to Use**—Entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, small stores, offices.

#### Suggested Color Scheme for Library

Border.....	No. 46	Trim.....	Walnut
Lino-strip.....	No. 43	Curtain.....	Hand blocked linen in
Linowall.....	No. 735		red, brown, and yellow on blue
Cove and Base.....	Wood	Upholstery.....	Blue and red
		Rug.....	Blue

#### Suggested Color Scheme for Living-room

Border.....	No. 20	Curtain.....	Copper and green
Cove and Base.....	Flash Type, No. 20		rough texture material
Wall.....	Dark green paper with	Upholstery.....	Green
	white medallions	Rug.....	Copper brown
Trim.....	Cream gray		





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(Size of Blocks—6" x 6")

(2 yards wide only)

## No. 3350 Embossed Inlaid—Medium Gauge

Code Word: BEAWY

**Design**—The rich, natural tile coloring of this clean-cut pattern by no means limits its applications. Terra cotta is a basic color in decoration, and will give warmth and life to a wide variety of interiors, whether they are for business or for private residences.

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, stores, offices, restaurants, clubhouses, schools, hotel and apartment lobbies, churches.

### Suggested Color Scheme for Office

Border.....	No. 25	Trim.....	Sage
Linostrip.....	No. 26	Curtain.....	Natural linen printed
Linowall.....	No. 738		in tan, rose, and terra cotta
Cove and Base..	Flash Type, No. 25	Upholstery.....	Terra cotta
Upper Wall.....	Rose tan	Rug.....	Sage green

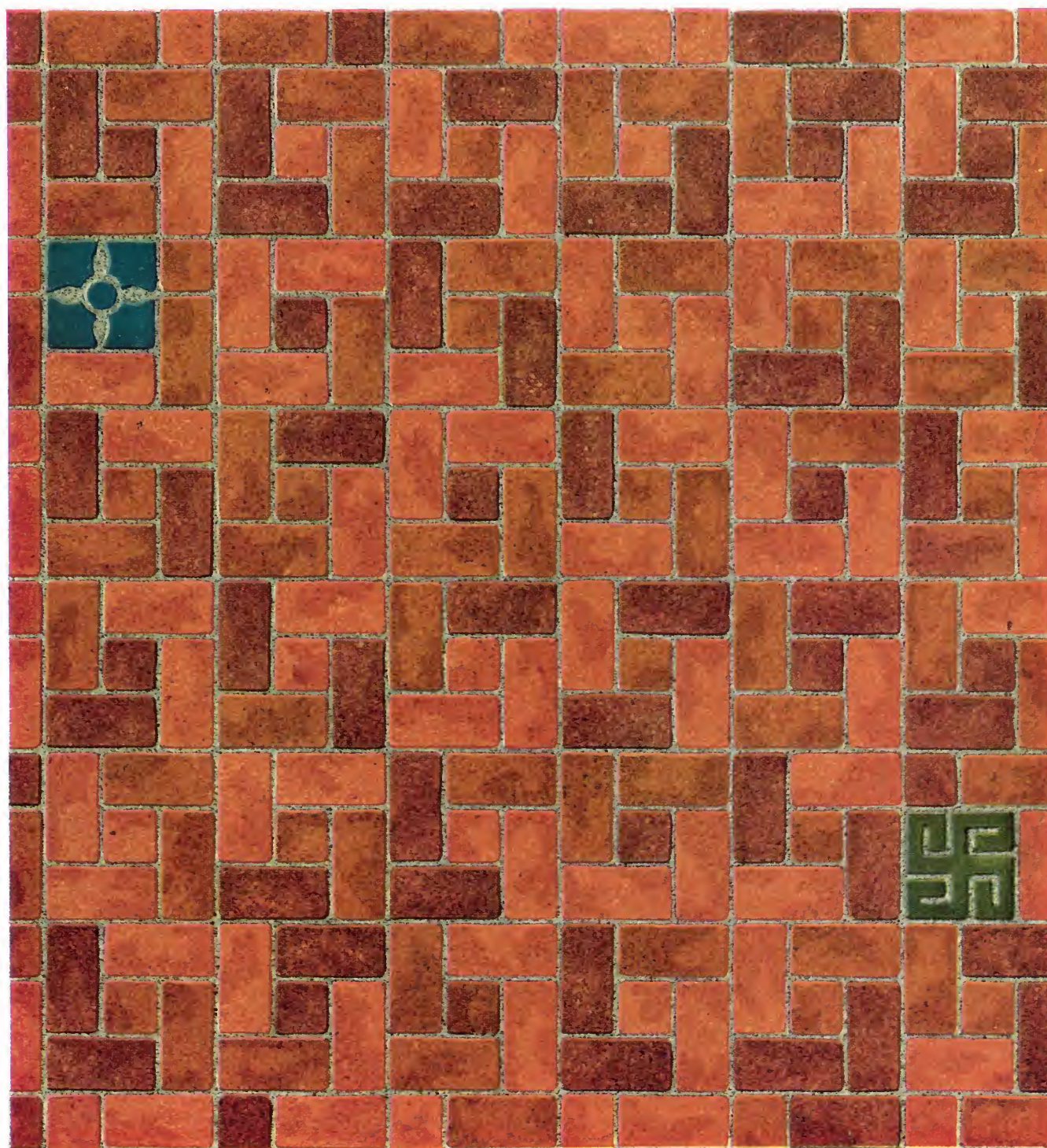
### Suggested Color Scheme for Sun Porch

Border.....	No. 25	Trim.....	Platinum accented with
Linostrip.....	No. 26		canary yellow
Linowall.....	No. 732	Curtain.....	Linen damask in gold
Cove and Base..	Flash Type, No. 25	Upholstery....	Light gray or yellow
Upper Wall.....	Pearl gray	Rug.....	Light gray



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—MEDIUM

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3361 Embossed Inlaid—Medium Gauge

Code Word: BEIGA

**Design**—Used as often for warm contrast as for harmony with richly colored furnishings, this clean-cut, three dimensional pattern is always a smart choice. Shaded blocks of terra cotta, interlined with gray, are accented by random blocks of bright, variously

colored geometric designs. Rounded embossing is easy to keep clean.  
**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, offices, clubhouses, barber shops, tourist cabins, exhibits.

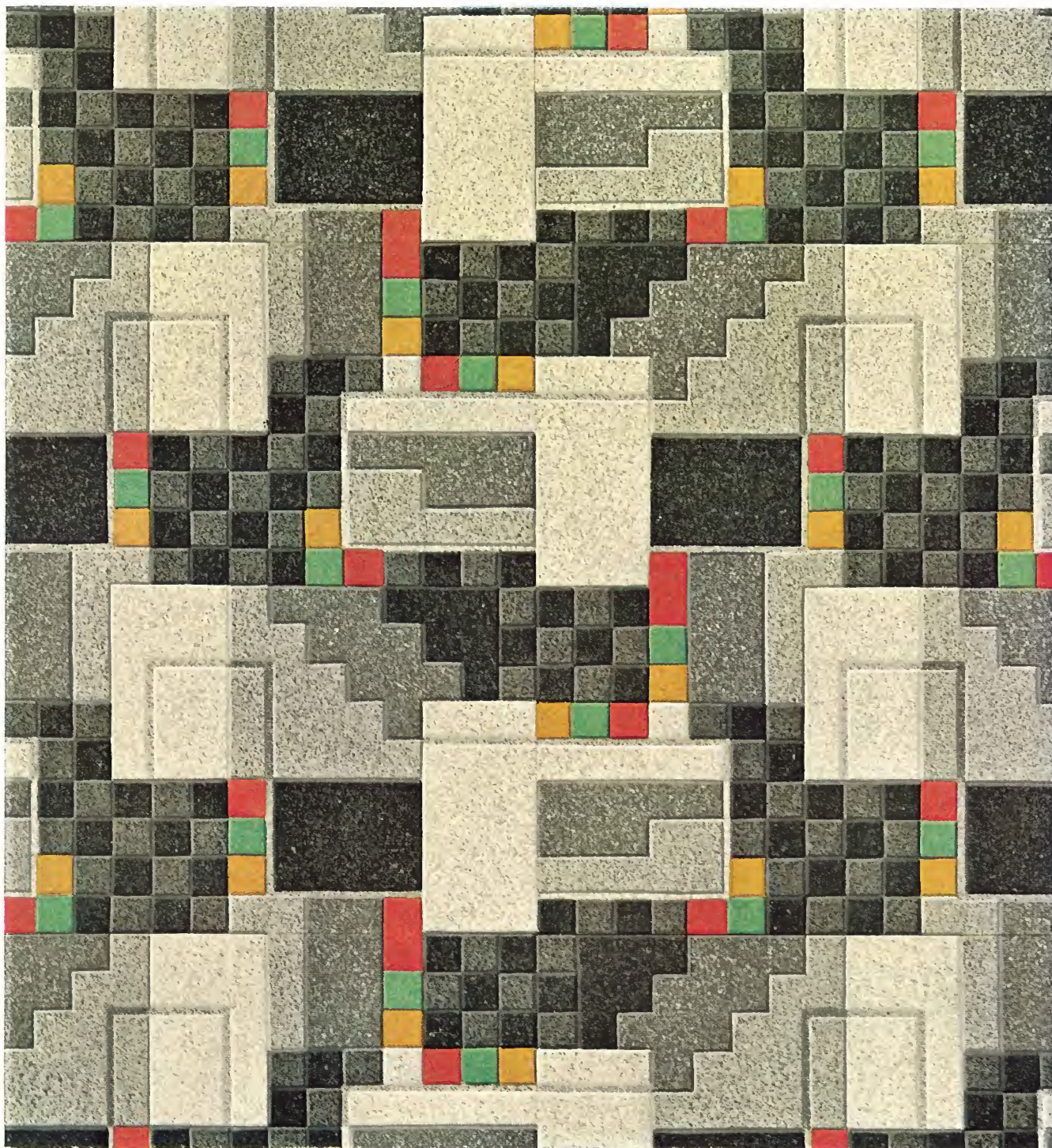
### Suggested Color Scheme for Small Shop

Border.....	No. 25	Trim.....	Platinum with
Lino-strip.....	No. 24		terra cotta accent
Lino-wall.....	No. 732	Curtain.....	Green Revolite
Cove and Base..	Flash Type, No. 25	Upholstery.....	Green

### Suggested Color Scheme for Kitchen

Border.....	No. 25	Upper Wall.....	Pale blue paint
Lino-strip.....	No. 43	Trim.....	Pale blue and green
Lino-wall, Full or Dado.....	No. 751	Curtain.....	Dimity print in blue, green, and terra cotta
Cove and Base..	Flash Type, No. 25		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3381 Embossed Inlaid—Medium Gauge

Code Word: BECOD

**Design**—Here's a jolly tile design which will add the needed touch to many a room. Red, green, or yellow for the walls or furnishings will tie in nicely with the color accents. Armstrong

streamlined embossing prevents dirt from catching or sticking. **Where to Use**—Kitchens, breakfast rooms, rear entries, barber shops, tourist cabins, tea rooms, game rooms, gift shops, bathrooms.

#### Suggested Color Scheme for Kitchen

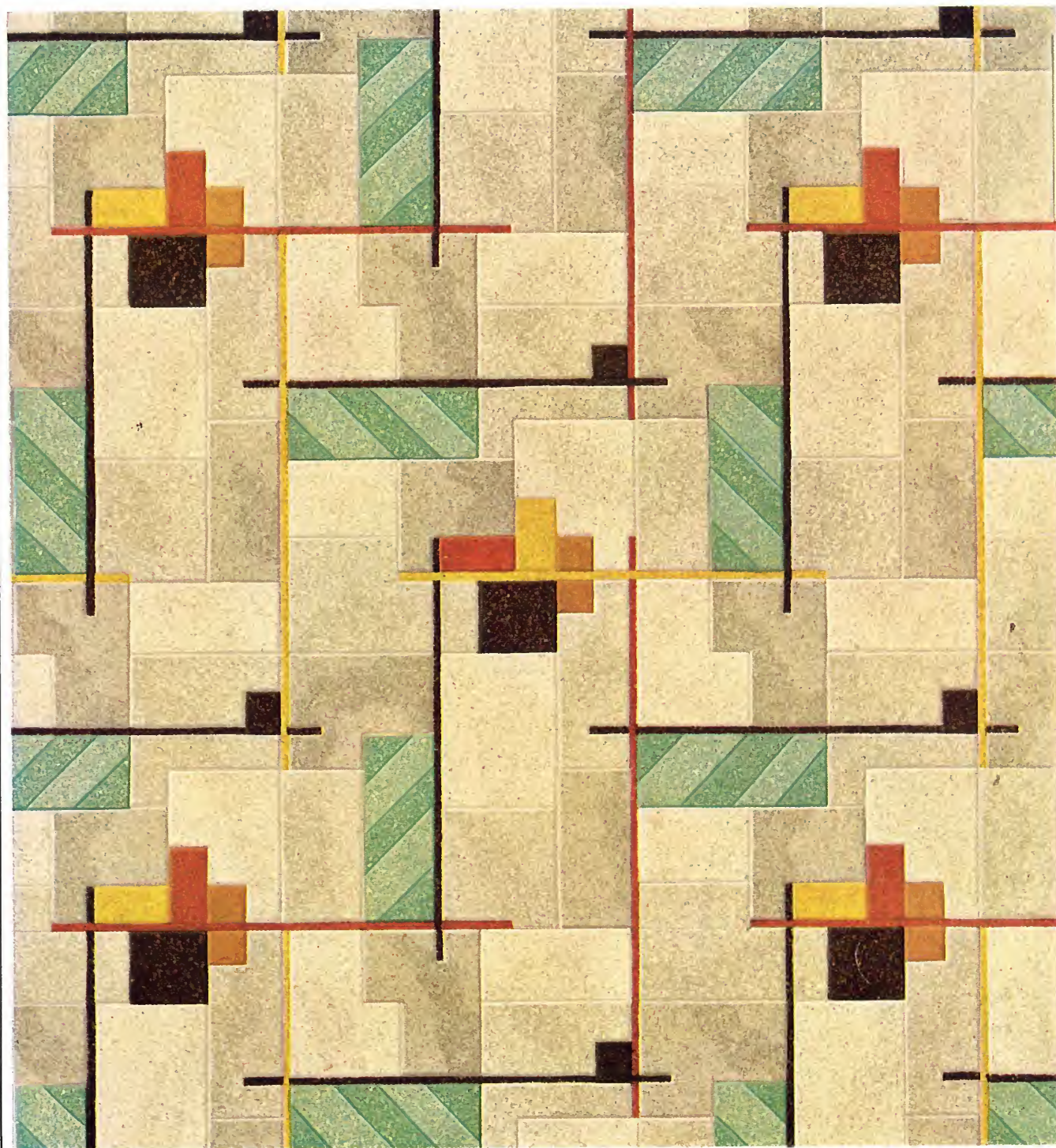
Border.....	No. 27	Upper Wall.....	White paper with
Linostrips.....	Nos. 39 and 23		red and green flower design
Linowall, Dado.....	No. 752	Trim.....	White—red and green trim
Cove and Base..	Flash Type, No. 27	Curtain.....	Green oiled silk

#### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall.....	Gray and white
Linostrips.....	Nos. 22 and 48		striped paper
Linowall, Dado.....	No. 750	Trim.....	Gray—yellow trim
Cove and Base..	Flash Type, No. 27	Curtain.....	Yellow organdy



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3390 Embossed Inlaid—Medium Gauge

Code Word: BEWAF

**Design**—A strictly modern design treatment characterizes this cool, shaded tile pattern. Diagonal bars of blended jade greens and groupings of gold, black, mandarin red, and orange brighten the textured open field of gray. These popular colors may be

repeated in any one of a number of attractive decorative schemes. **Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, restaurants, men's shops, coffee shops, hobby rooms, cocktail lounges, tea rooms.

#### Suggested Color Scheme for Kitchen

Border.....	No. 46	Trim.....	Ivory, green, mandarin red
Lino-strip.....	No. 44	Upper Wall. Leaf design in	fawn, green
Lino-wall, Full or Dado.....	No. 752	Curtain.....	Natural color organdy
Cove and Base..Flash Type, No. 46		Upholstery.....	Green

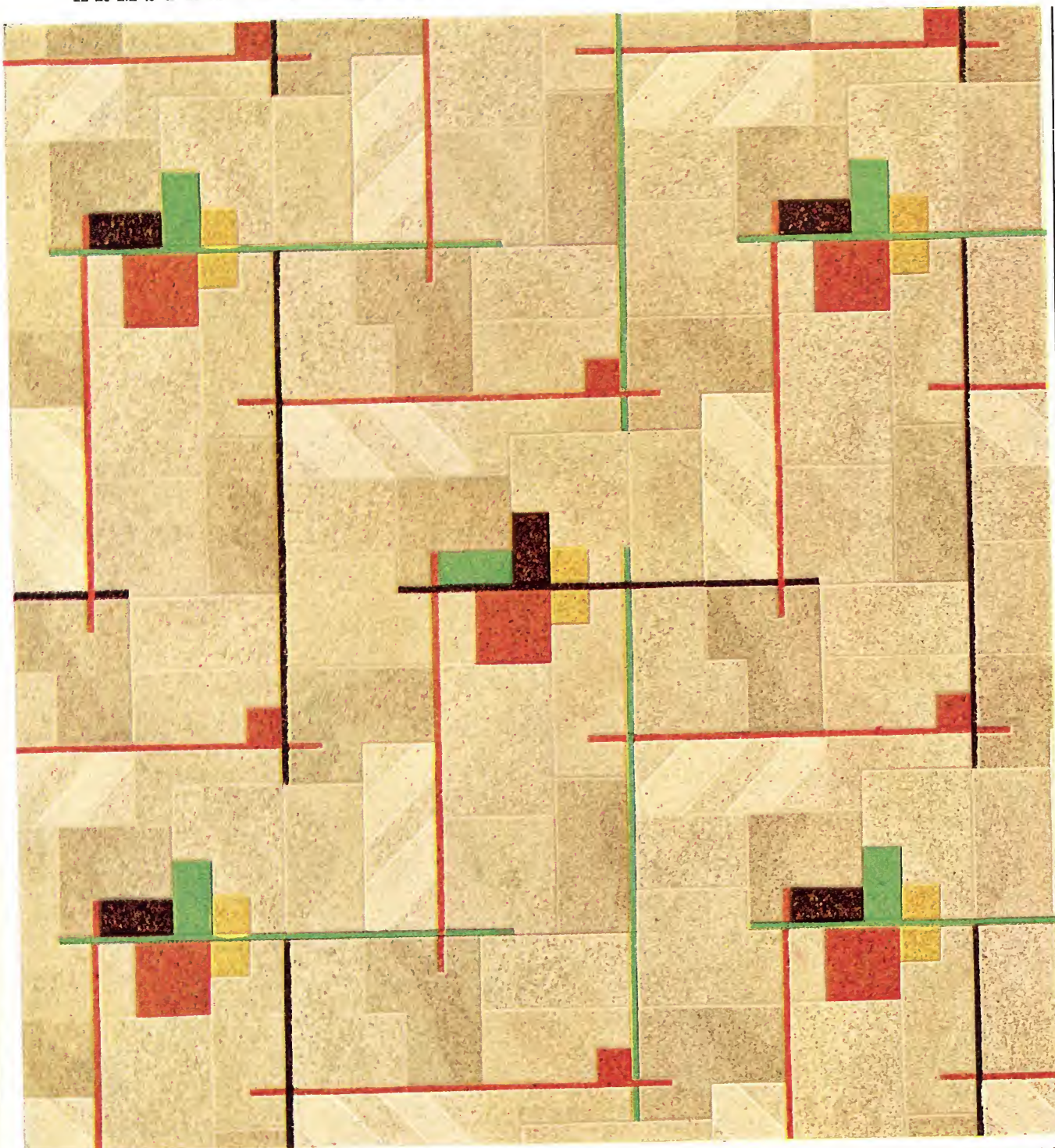
#### Suggested Color Scheme for Restaurant

Border.....	No. 46	Upper Wall.....	Painted gray
Lino-strips.....	Nos. 48 and 39	Trim.....	Platinum with Chinese
Lino-wall, Full or Dado.....	No. 737		red and yellow accent
Cove and Base..Flash Type, No. 46		Curtain..	Chintz in red, tan, yellow



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—MEDIUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3392 Embossed Inlaid—Medium Gauge

Code Word: BEWIT

**Design**—Floor patterns may be used either to harmonize or to blend with room furnishings and trim. This one, light in color and softly textured, will serve either purpose equally well, depending

upon whether the room has subdued or strong decorative treatment.  
**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, tourist cabins, coffee shops.

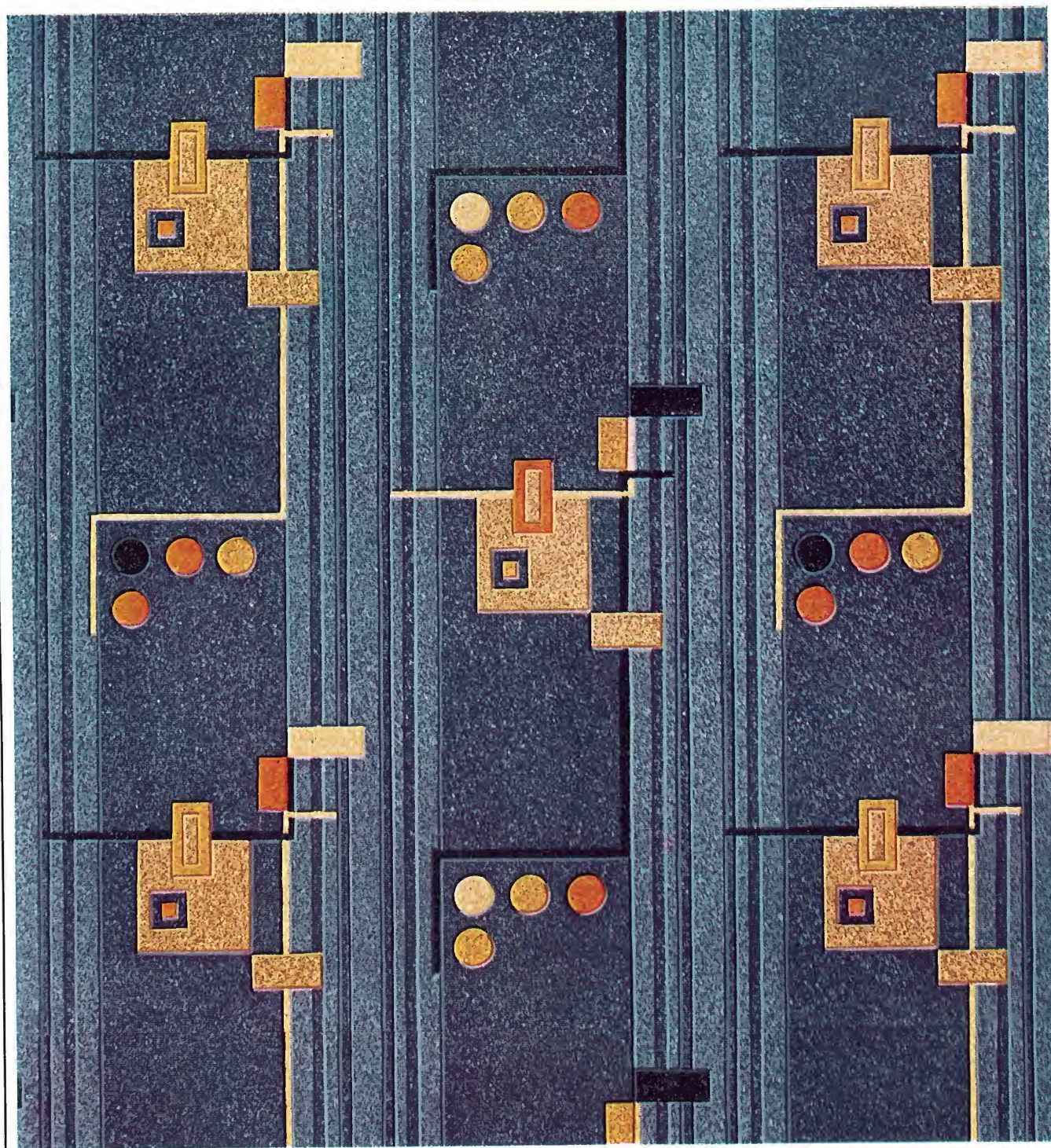
### Suggested Color Scheme for Kitchen

Border.....	No. 46	Upper Wall ....	Plaid ribbon paper, yellow, orange, and brown
Linostrip.....	No. 41	Trim.....	Brown
Linowall, Dado.....	No. 750	Curtain.....	Brown organdy
Cove and Base.....	Flash Type, No. 46		
Upholstery.....	Brown		

### Suggested Color Scheme for Sun Porch

Border.....	No. 42	Curtain.....	Hand blocked linen—natural background
Linowall, Dado.....	No. 735		brown and green design
Cove and Base.....	Flash Type, No. 42	Upholstery.....	Rough brown fabric
Upper Wall ...	Green pin-dot paper	Rug.....	Green
Trim.....	Natural pine		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3401 Embossed Inlaid—Medium Gauge

Code Word: BEAMU

**Design**—Strongly directional, two-tone embossing features this fine royal blue pattern. The contrasting French blue bands, like all Armstrong embossing, have rounded contours to prevent dirt

catching. Superimposed accents give wide decorative possibilities. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, coffee shops, tea rooms.

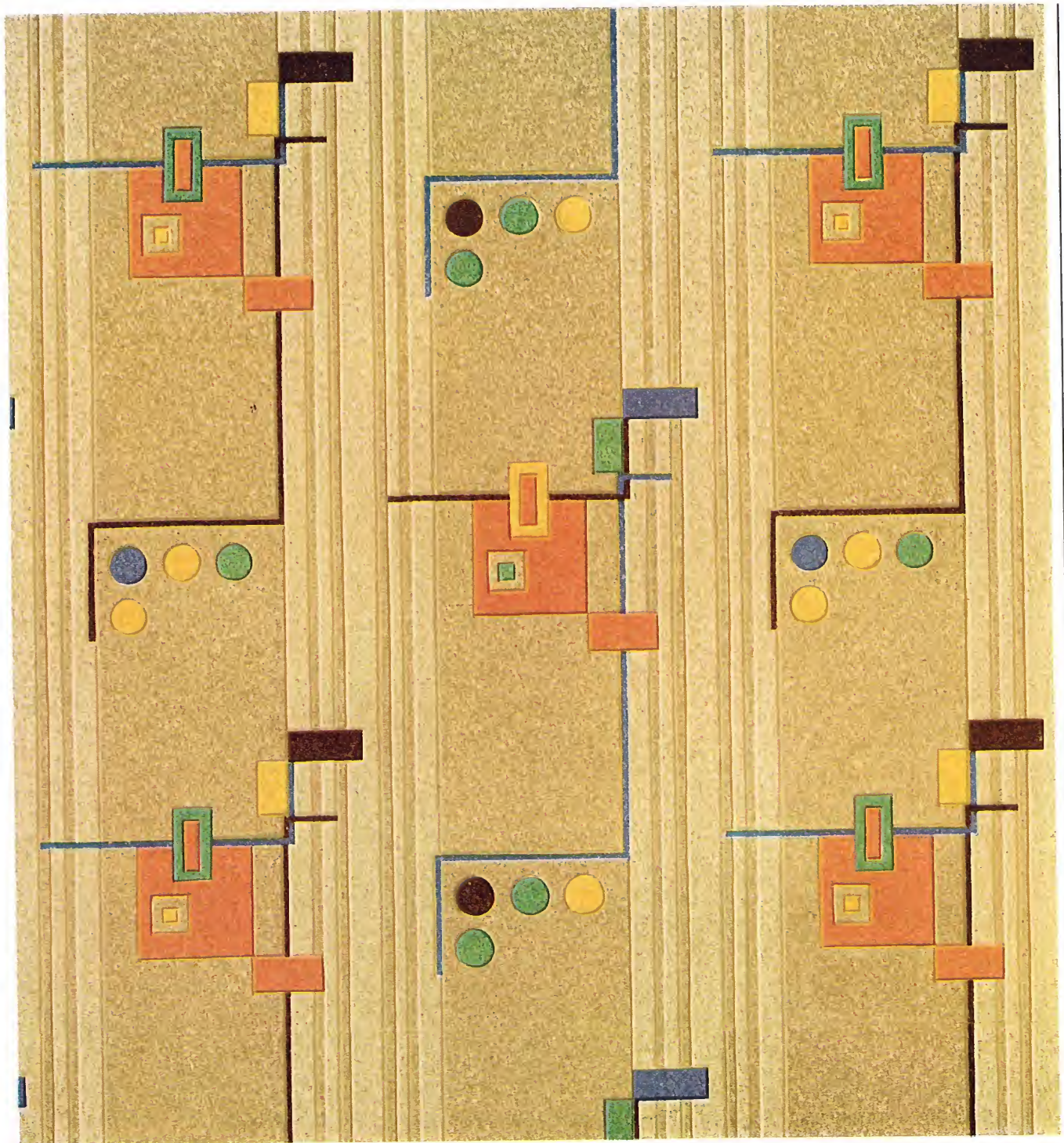
#### Suggested Color Scheme for Kitchen

Border.....	No. 30	Upper Wall.....	Blue paint
Linostrip.....	No. 41	Trim.....	Blue—Chinese red
Linowall, Dado.....	No. 735	Curtain.....	Dimity, red, blue, and yellow flowers
Cove and Base..	Flash Type, No. 30		

#### Suggested Color Scheme for Recreation Room

Border.....	No. 29	Trim.....	Same as walls
Linostrip.....	No. 45	Curtain.....	Glazed chintz—blue, red, and white design
Cove and Base..	Flash Type, No. 29	Upholstery.....	Chinese red
Wall.....	Fawn paint		





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3402 Embossed Inlaid—Medium Gauge

Code Word: BEATH

**Design**—Pastel shades combine to give this pattern a feeling of sunny cheerfulness, while the broad bands of two-tone embossing can be used to make rooms appear wider or longer than they really

are. The modernistic figures will repeat decorative highlights.  
**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, lunch rooms, men's shops.

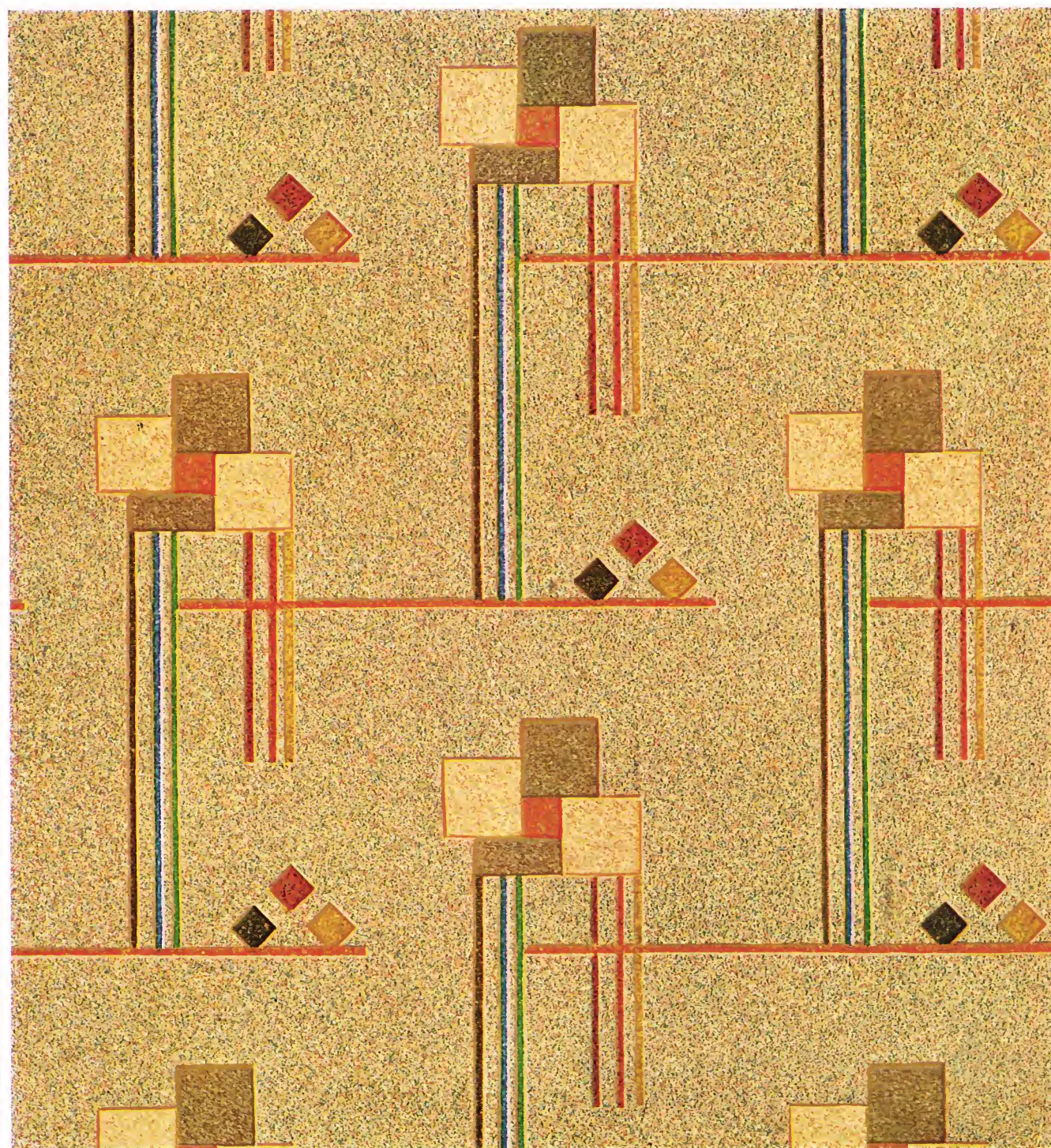
### Suggested Color Scheme for Bathroom

Border.....	No. 46	Upper Wall.....	Yellow
Lino-strip.....	No. 29	Trim.....	Brown
Linowall, Dado.....	No. 734	Curtain.....	Natural oiled silk
Cove and Base.....	Flash Type, No. 46	Rug.....	Yellow

### Suggested Color Scheme for Recreation Room

Border.....	No. 20	Trim.....	Natural pine
Lino-strip.....	No. 41	Curtain.....	Natural color voile
Linowall to Ceiling.....	Pine, No. 735		multicolor dots
Cove and Base.....	Natural pine	Upholstery.....	Orange leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3410 Embossed Inlaid—Medium Gauge

Code Word: BEGAN

**Design**—Decidedly in step with the current vogue toward Swedish modern decoration and furnishings, wherein brilliant color plays a prominent part, this pattern will be found widely useful. Combining the popular overlay effect with a sandstone

ground that is easy to keep clean, No. 3410 has strong appeal. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, exhibits, tourist cabins, haberdasheries, sandwich shops, coffee shops.

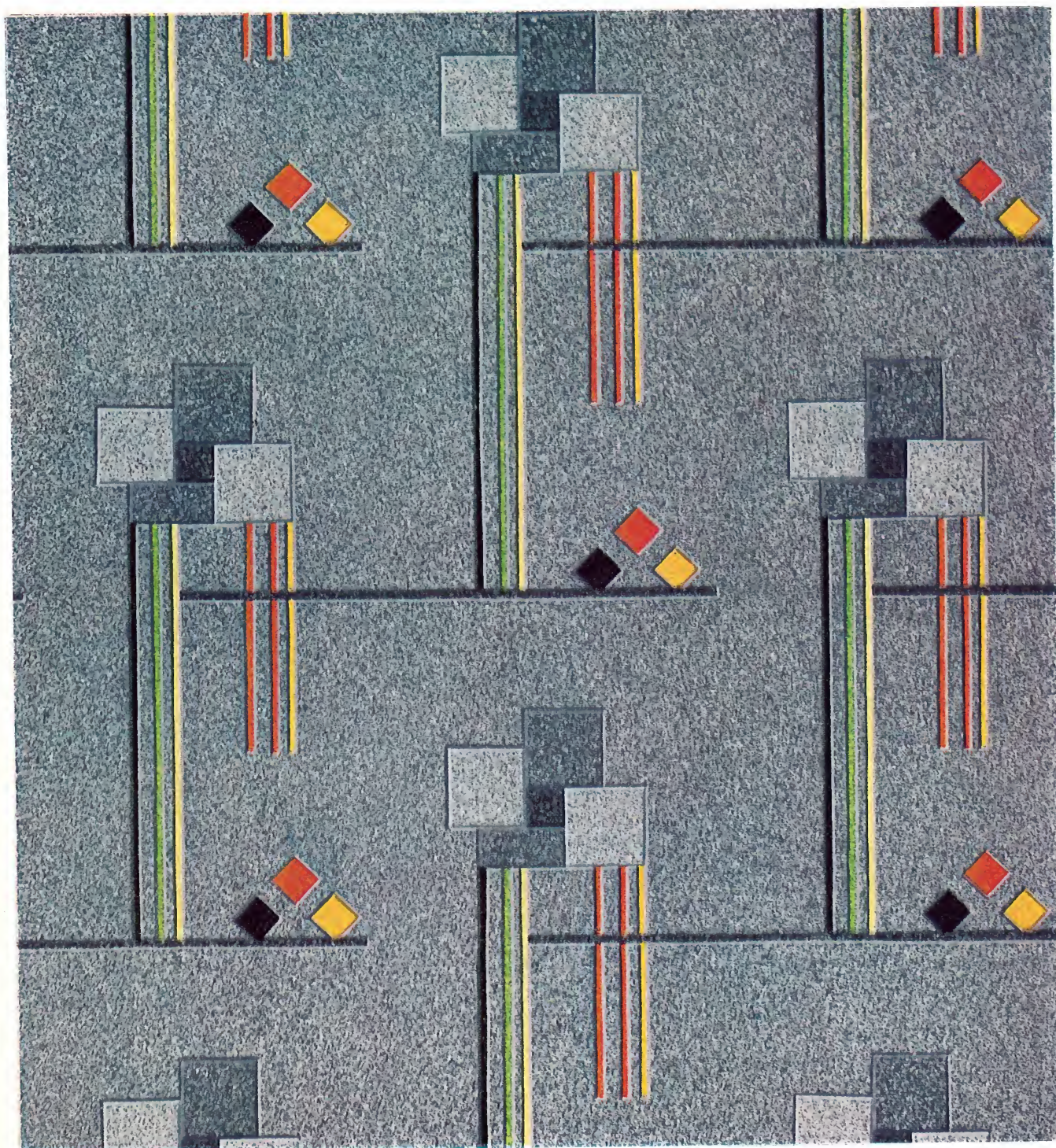
#### Suggested Color Scheme for Recreation Room

Border.....	No. 46	Upper Wall....	Painted Chinese red
Linostrip.....	No. 39	Trim.....	Pine—red accent
Linowall, Full or Dado....	No. 735	Upholstery.....	Red leather
Cove and Base.. Flash Type, No. 46		Curtain.....	Brown blocked linen

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 29	Trim.....	Blue
Linowall, Full or Dado....	No. 750	Curtain.....	Fruit chintz in multi-
Cove and Base.. Flash Type, No. 29			colors on white
Upper Wall.....	Painted blue	Upholstery.....	Yellow





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3412 Embossed Inlaid—Medium Gauge

Code Word: BEGOT

**Design**—Combined in this pattern are two very appealing linoleum style features—a Swedish modern design and a light tint of the popular royal blue coloring. Other shades of royal blue are seen in the shaded inset blocks. Small accent strips and blocks

of gold, orange, green, and dark blue complete the picture. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, clubhouses, tourist cabins, sandwich shops, and wallpaper stores.

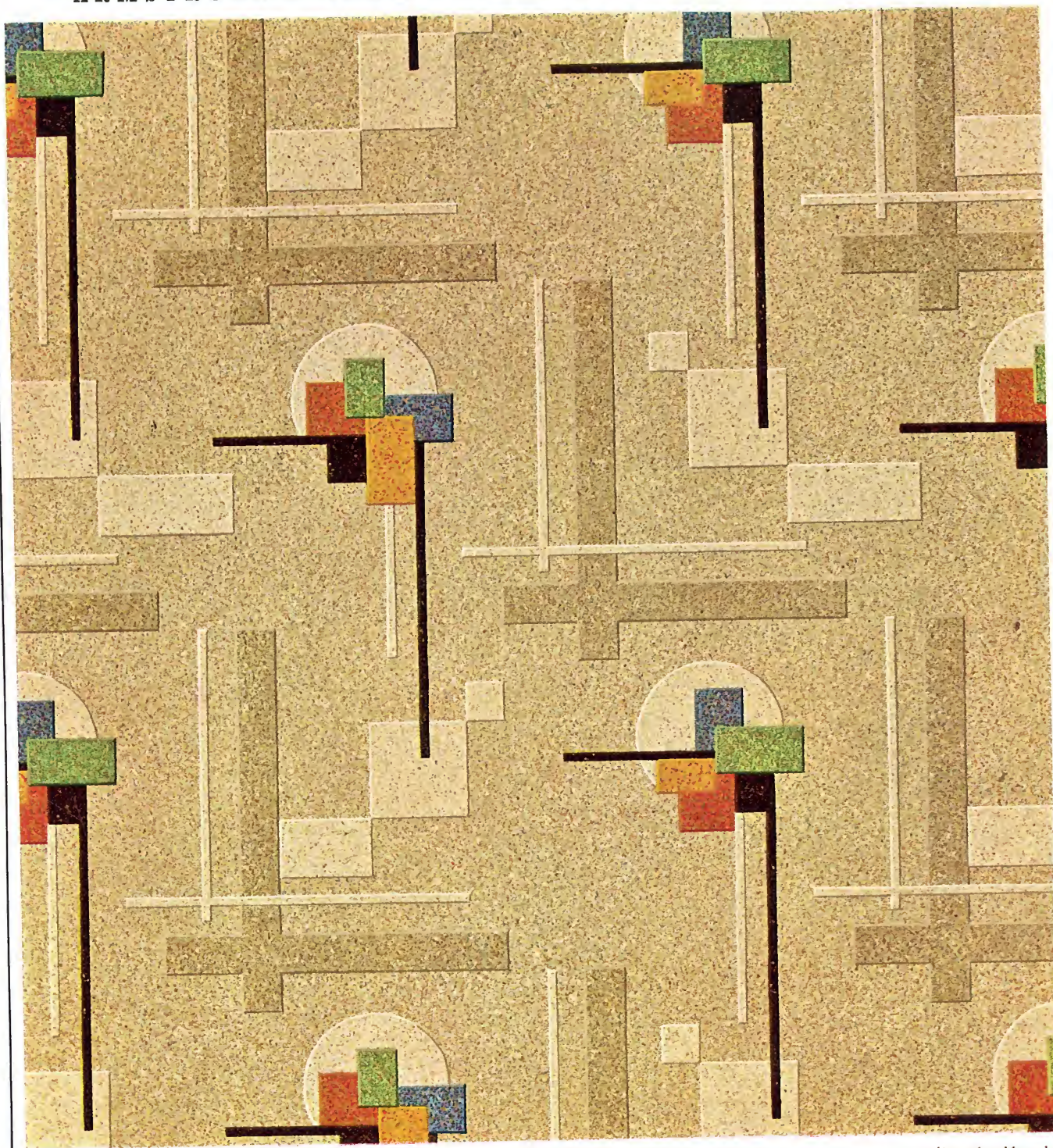
### Suggested Color Scheme for Kitchen

Border.....	No. 30	Upper Wall.....	Painted blue
Linostrip.....	No. 41	Trim.....	Cream
Linowall, Full or Dado.....	No. 737	Curtain.....	Printed dimity
Cove and Base.....	Flash Type, No. 30	Upholstery.....	Dark blue

### Suggested Color Scheme for Recreation Room

Border.....	No. 30	Wall.....	Chartreuse and white
Linostrips.....	Nos. 33 and 23		zodiac figured paper
Cove and Base.....	Flash Type, No. 30	Curtain.....	Blue, white stars
Trim.....	Cream and chartreuse	Upholstery.....	Dark blue





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3420 Embossed Inlaid—Medium Gauge

Code Word: BEDNY

**Design**—This pattern introduces a novel note with its unusual field of variegated sandstone. Ivory discs, accent blocks of green, blue, gold, and red, and unusual light and dark shadow effects all combine to give this pattern an "up-to-the-minute" look.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, rear entries, studies, libraries, breakfast rooms, small and large stores, offices, restaurants, clubhouses, exhibits, hotel and apartment lobbies, beauty parlors, recreation rooms, radio stations.

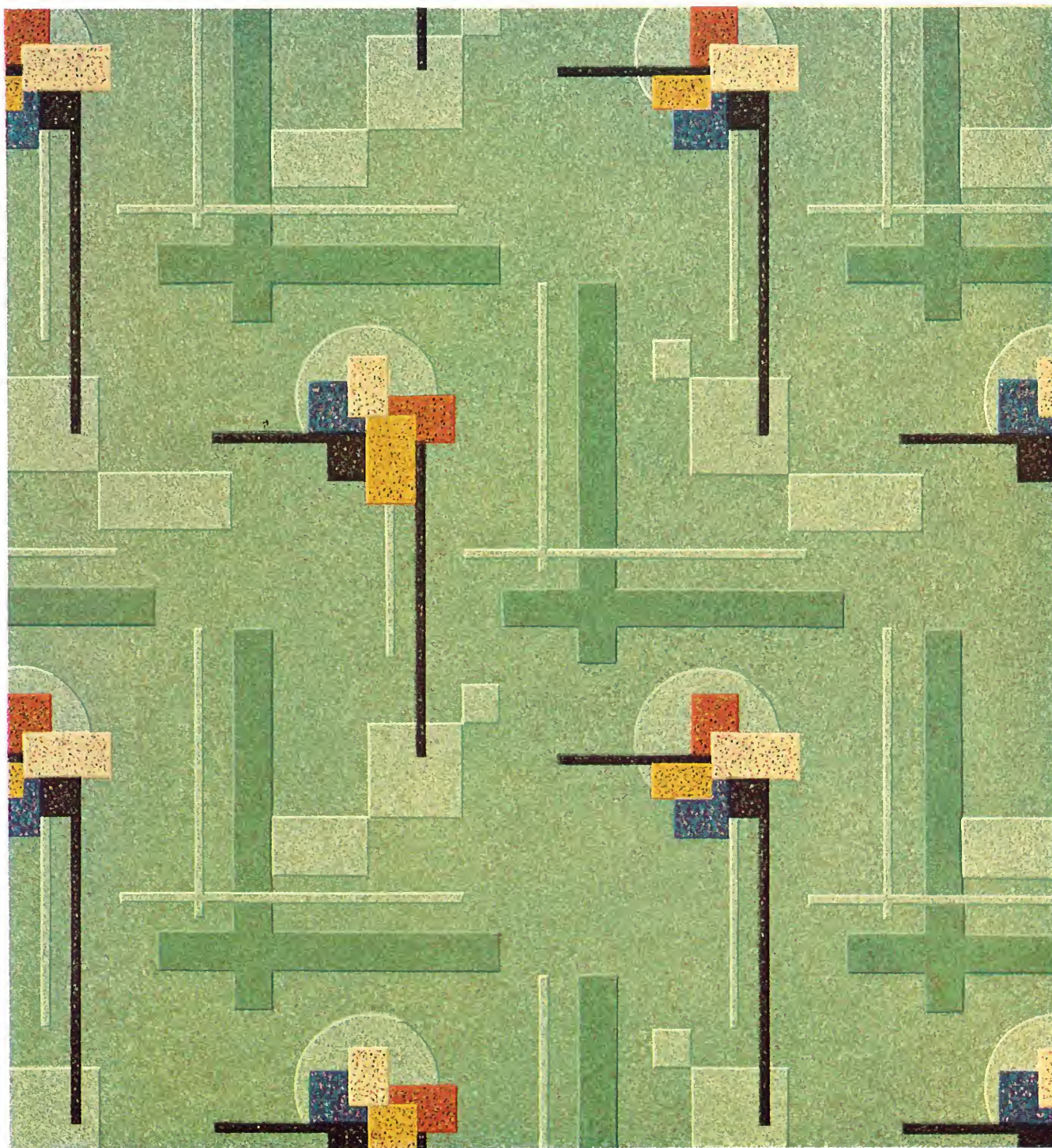
### Suggested Color Scheme for Modern Dining-room

Border.....	No. 45	Upper Wall.....	Paper—cream and fawn stripes on Chinese red
Lino-strip.....	No. 41	Curtain.....	Fawn and brown damask
Linowall, Full or Dado.....	No. 735	Upholstery.....	Fawn
Cove and Base.....	Wood	Rug.....	Chinese red
Trim.....	Harmonize with Linowall		

### Suggested Color Scheme for Bathroom

Border.....	No. 20	Upper Wall.....	Floral paper in yellow and white
Lino-strips.....	Nos. 43 and 48	Curtain.....	Blue organdy
Linowall, Full or Dado.....	No. 750	Upholstery.....	Blue
Cove and Base.....	Flash Type, No. 20	Rug.....	Blue
Trim.....	Yellow, blue accent		





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 3421 Embossed Inlaid—Medium Gauge

Code Word: BEDOL

**Design**—Green is bidding for the rôle of color leader this season. This new pattern meets the trend. Subtle shading and relief effects are produced by Multiplane Embossing. Black, gold, rust, blue, and sandstone accents enliven the bronze green field.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, show-rooms, restaurants, radio stations, clubhouses, barber shops.

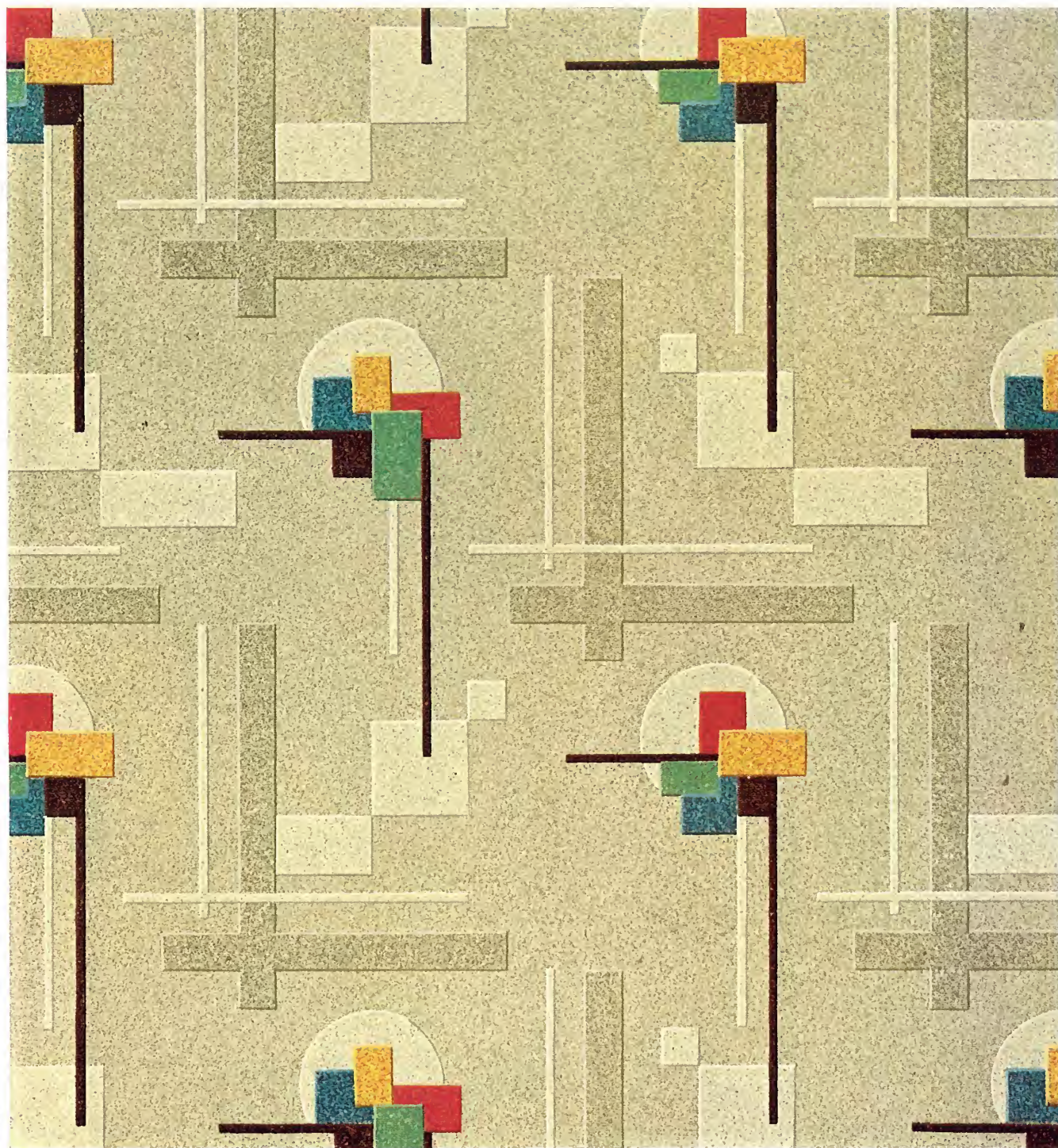
### Suggested Color Scheme for Sun Porch

Border.....	No. 21	Upper Wall.....	Stylized fruit
Linostrip.....	No. 45		paper in green and fawn
Lino wall, Full or Dado.....	No. 738	Curtain.....	Green ribbed silk
Cove and Base.....	Flash Type, No. 21	Upholstery.....	Fawn
Trim.....	Green, fawn accent	Rug.....	Pale green

### Suggested Color Scheme for Bathroom

Border.....	No. 42	Upper Wall.....	Paper in green and
Lino strip.....	No. 27		white on silver
Lino wall, Full or Dado.....	No. 753	Curtain.....	Green oiled silk
Cove and Base.....	Flash Type, No. 42	Upholstery.....	Gray
Trim.....	Green, black accent	Rug.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 3422 Embossed Inlaid—Medium Gauge

Code Word: BEDSO

**Design**—This handsome embossed pattern with its warm pearl gray field is a pleasing variation of a brand-new design effect. The smart overlay combination of jade, scarlet, gold, blue, and burnt umber helps give this distinctive new pattern real news value.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, small and large stores, beauty parlors, offices, night clubs, clubhouses, showrooms, theatres, schools, restaurants, airports.

#### Suggested Color Scheme for Men's Shop

Border.....	No. 46	Upper Wall.....	Cream gray
Linostrips.....	Nos. 20 and 24	Trim.....	Walnut
Linowall, Full or Dado....	No. 736	Curtain.....	Zebra design chintz
Cove and Base..Flash Type, No. 46		Upholstery.....	Green

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 42	Upper Wall....	Multicolored paper
Linostrips.....	Nos. 48 and 29	Trim.....	Gray, blue, yellow, green
Linowall, Full or Dado....	No. 732	Curtain.....	Yellow organdy
Cove and Base..Flash Type, No. 42		Upholstery.....	Yellow





### MEDIUM GAUGE STRAIGHT LINE OFFERS RICH APPEARANCE AND EXCEPTIONAL SERVICE AT MODERATE PRICES

Armstrong's Medium Gauge Straight Line Inlaid Linoleum is the choice of many discriminating persons for a wide variety of uses because this colorful flooring is long wearing and because it is available at a reasonable price in many smart patterns.

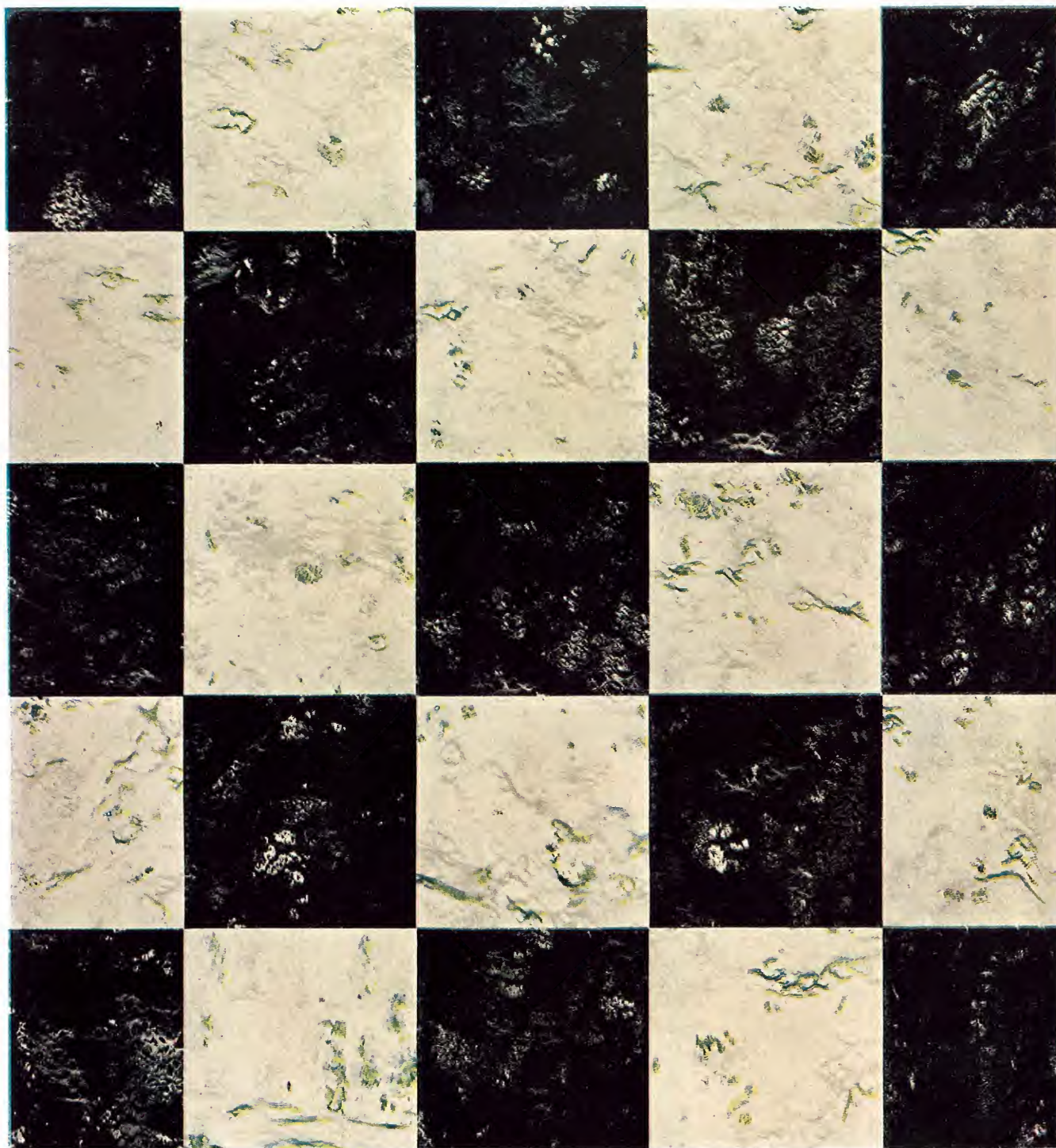
The group of varicolored random tile, checkerboard, and stylish overlay tracery designs offers a beautiful, economical floor suitable for rooms having practically any scheme of interior decoration. It is easy to make a selection from this line—whether for commercial or institutional usage, or for kitchens, bathrooms, bedrooms, and other places in the home.

Some persons, for the purpose of economy, specify Medium Gauge Straight Line Inlaid as the flooring for upstairs rooms, but take advantage of Heavy Gauge's

greater wear-resistance for rooms on the first floor, where there is heavier traffic. The same idea may be profitably employed in institutions or offices, where the most severe wear usually falls upon a few areas, making possible the use of Medium Gauge elsewhere.

In the smart, modern kitchen shown above, the beauty of Straight Line Inlaid linoleum is clearly exemplified. The pattern is Standard Gauge No. 0436, set off with a black linoleum border that is formed into a sanitary rounded joining of floor and wall by means of Armstrong's Flash Type Cove and Base, which is described in detail on page 339. Note how the colors of the accent blocks—red, white, and black—tie in with the red cabinets, the white accessories, and the black linoleum-covered sink tops and cabinet surfaces.





(Size of Blocks—6" x 6")

(2 yards wide only)

## No. 14011 Straight Line Inlaid—Medium Gauge

Code Word: DBIBYKO

**Design**—An old favorite in linoleum, and as good as ever, is the checkerboard design. This version of it is in six-inch alternating blocks of black and white. Extra character is given to the coloring by the dainty flecks of green in the marbling of the white blocks.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, clubhouses, hospitals, hotel lobbies.

### Suggested Color Scheme for Lobby

Border.....	No. 27	Upper Wall...Paper—Chinese design
Linostrip.....	No. 42	in jade green on white
Linowall, Full or Dado.....	No. 709	Trim.....White with black and
Cove and Base..Flash Type, No. 27		jade trim
Curtain.....	Jade	Upholstery.....Jade or white

### Suggested Color Scheme for Restaurant

Border.....	No. 021	Trim.....Black with yellow
Linostrips.....	Nos. 48, 42, and 23	and green trim
Linowall to Ceiling.....	No. 704	Curtain.....Classic designed
Cove and Base..Flash Type, No. 021		chintz in green,
Upholstery.....	Yellow	yellow, and ivory



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14160 Straight Line Inlaid—Medium Gauge

Code Word: DBISUME

**Design**—This random tile pattern is designed in such a manner that it is equally effective in large or small rooms. The coloring is a pleasing combination of onyx, mother-of-pearl, and sea green.

**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, grocery stores, delicatessens, laundries, tea rooms, florist shops.

### Suggested Color Scheme for Bathroom

Border.....	No. 27	Curtain.....	Net embroidered in green and orchid coin dots
Linowall, Full or Dado.....	No. 733	Upholstery.....	Black
Cove and Base..Flash Type, No. 27		Rug.....	Green
Upper Wall.....	Orchid paint		
Trim.....	Orchid and green		

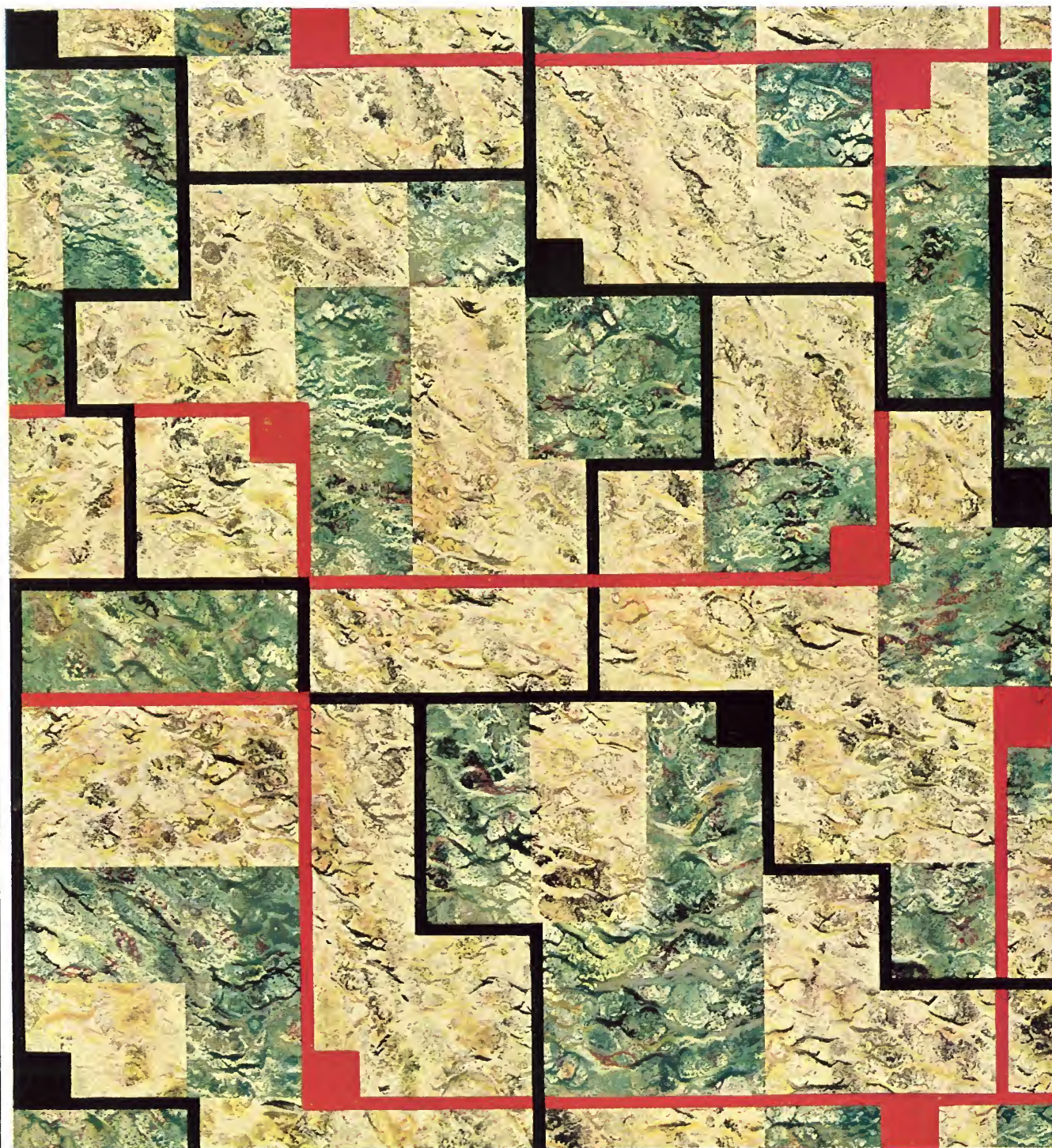
### Suggested Color Scheme for Kitchen

Border.....	No. 27	Trim.....	Cream, rose, and green
Linostrips.....	Nos. 23 and 44	Curtain.....	Printed dimity in rose, green, yellow, blue, white
Linowall, Full or Dado.....	No. 737	Upholstery.....	Green
Cove and Base..Flash Type, No. 27			
Upper Wall.....	Cream		



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14250 Straight Line Inlaid—Medium Gauge

Code Word: DBXOV

**Design**—This version of the popular overlay tracery design has as a background an irregular tile design in greens and tans. Superimposed upon this basic design is a secondary design consisting

of an overlay tracery of black and scarlet blocks and lines. **Where to Use**—Kitchens, bathrooms, recreation rooms, break-fast rooms, rear entries, small stores, beauty parlors, barber shops.

### Suggested Color Scheme for Small Shop or Kitchen

Border.....	No. 27	Trim.....	Tan with red stripe
Linowall, Full or Dado.....	No. 700	Curtain.....	Red and green
Cove and Base..Flash Type, No. 27			plaid gingham
Upper Wall.....	Painted green	Upholstery.....	Green or black

### Suggested Color Scheme for Rear Entry or Bathroom

Border.....	No. 42	Upper Wall..	Yellow and silver paper
Linostrip.....	No. 23	Trim.....	Yellow with silver and
Linowall, Full or Dado.....	No. 737		black stripe
Cove and Base..Flash Type, No. 42		Curtain.....	Gray organdy





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14252 Straight Line Inlaid—Medium Gauge

Code Word: DBERF

**Design**—Combined in this pattern are two almost irresistible features—the popular overlay tracery design and the equally popular black and white and scarlet coloring. The basic design is made up of white and silver gray irregular blocks over which are laid

the secondary tracery lines and accent blocks of black and scarlet. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, airport terminals, tourist cabins.

### Suggested Color Scheme for Recreation Room

Border.....	No. 27	Trim.....	Gray with red trim
Linostrips.....	Nos. 22 and 39	Curtain....	Red chintz, white stars
Linowall, Full or Dado....	No. 704	Upholstery.....	Red leather
Cove and Base..	Flash Type, No. 27	Rug.....	Gray

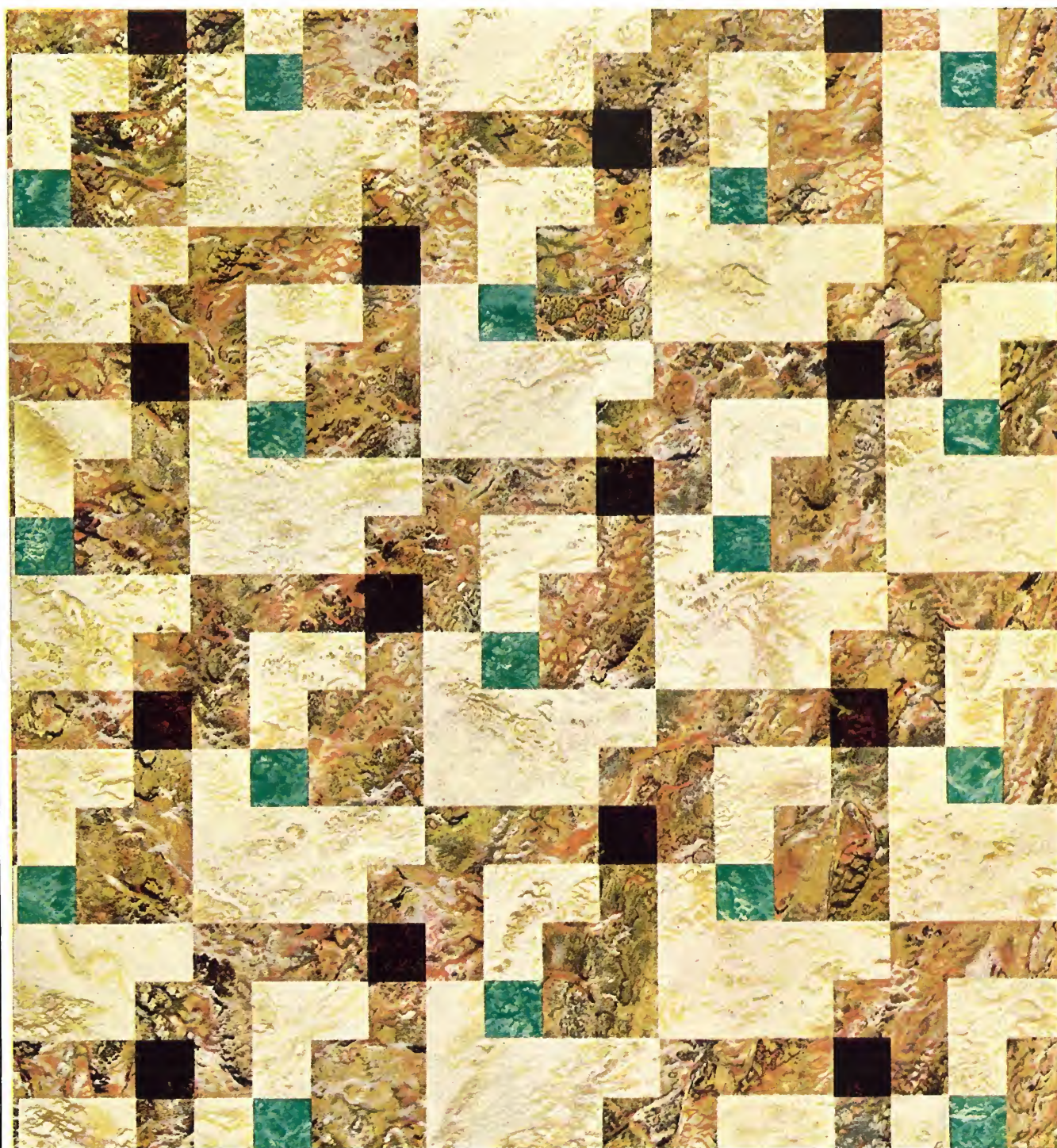
### Suggested Color Scheme for Beauty Shop

Border.....	No. 27	Upper Wall .....	Silver paper with
Linowall, Dado.....	No. 703		red design
Cove and Base..	Flash Type, No. 27	Trim.....	Black with silver trim
Upholstery.....	Black	Curtain.....	Red oiled silk



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14260 Straight Line Inlaid—Medium Gauge

Code Word: DBFAR

**Design**—While this is a small scale design, close examination will reveal a secondary design effect when used in a large area. The blocks are so arranged that they give a chain effect, the line of the chain running on the diagonal. The old ivory background color is

inset with feature blocks of a rich, multicolored marble and the design is heightened by accents of jade and burnt umber.

**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants.

### Suggested Color Scheme for Bathroom

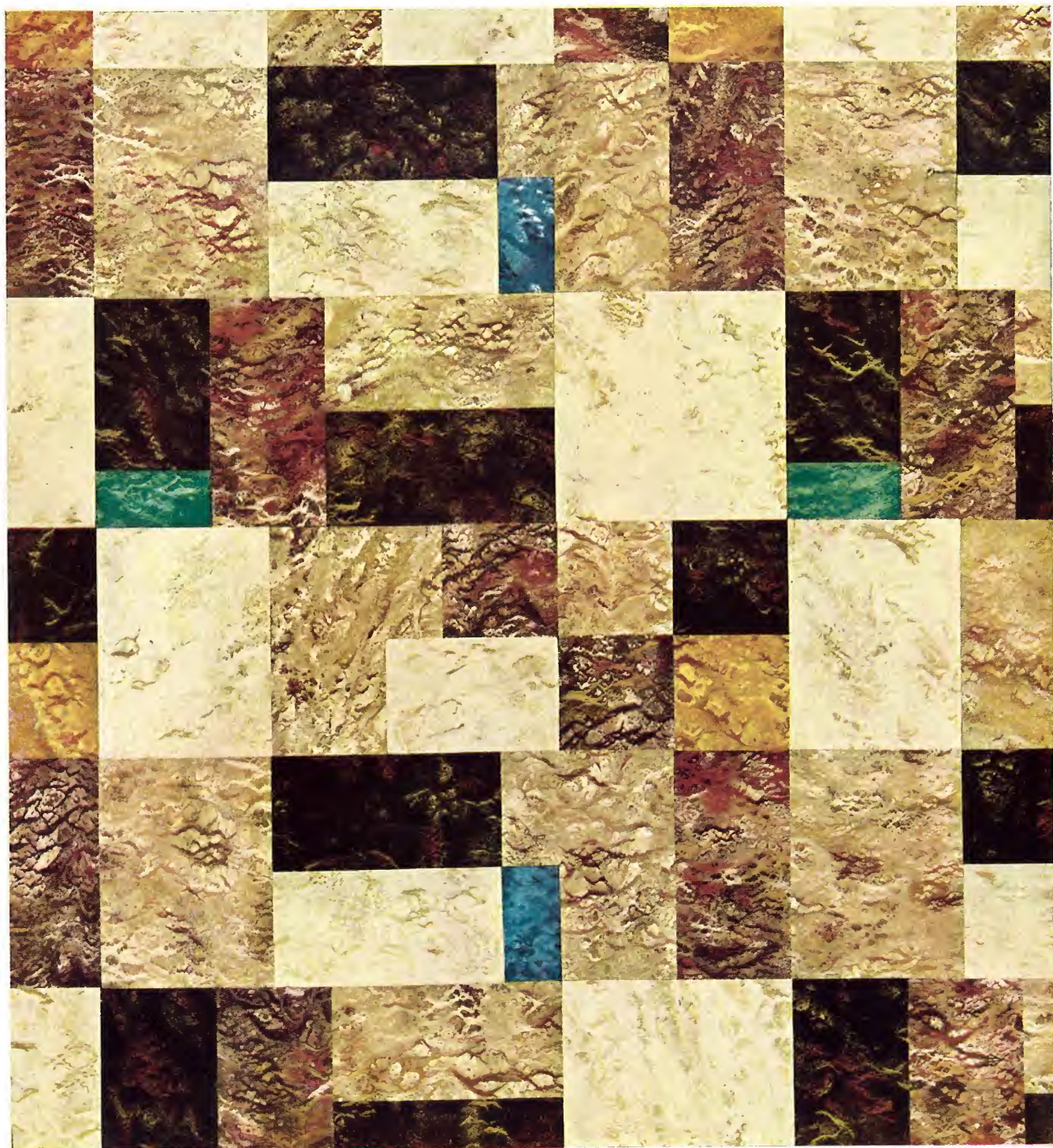
Border.....	No. 27	Upper Wall.....	White background,
Linostrip.....	No. 42		green dots
Linowall, Full or Dado.....	No. 735	Curtain.....	Green organdy
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Green
Trim.....	Green	Rug.....	Green

### Suggested Color Scheme for Kitchen

Border.....	No. 27	Trim.....	Cream and Chinese red
Linostrip.....	No. 41	Curtain.....	Chinese red
Linowall, Full or Dado.....	No. 706		dumity printed in
Cove and Base.....	Flash Type, No. 27		yellow, green, blue
Upper Wall.....	Cream paint	Upholstery.....	Red



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



ARMSTRONG'S

(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14270 Straight Line Inlaid—Medium Gauge

Code Word: DBIOL

**Design**—A new development in the manufacture of Straight Line Inlaid made possible the addition of three extra colors in this pattern. Bright tans and multitone browns form the background, with green, blue, and gold providing bright, contrasting accents.

**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, radio stations, barber shops, airport terminals, tourist cabins, showrooms, exhibits, tea rooms, drug stores, men's shops.

### Suggested Color Scheme for Restaurant

Border.....	No. 46	Upper Wall.....	Green paint
Linostrip.....	No. 45	Trim.....	Natural walnut
Linowall, Dado.....	No. 736	Curtain.....	Brown, tan leaf design
Cove and Base..	Flash Type, No. 46	Upholstery.....	Green

### Suggested Color Scheme for Sun Porch

Border.....	No. 20	Trim.....	Blue with buff accent
Linostrip.....	No. 43	Curtain.....	Gold corded silk
Linowall, Full or Dado.....	No. 731	Upholstery.....	Gold
Cove and Base..	Flash Type, No. 20	Rug.....	Blue



ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14271 Straight Line Inlaid—Medium Gauge

Code Word: DBINY

**Design**—One of the most popular colorings in linoleum during the past several years is black and white and silver gray. A quite recent development in the process of manufacturing Straight Line Inlaid linoleum has made it possible to add to those basic

colors in this pattern, bright accents of blue, gold, and scarlet. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, cocktail rooms, showrooms, restaurants, barber shops, butcher shops, grocery stores, coffee shops.

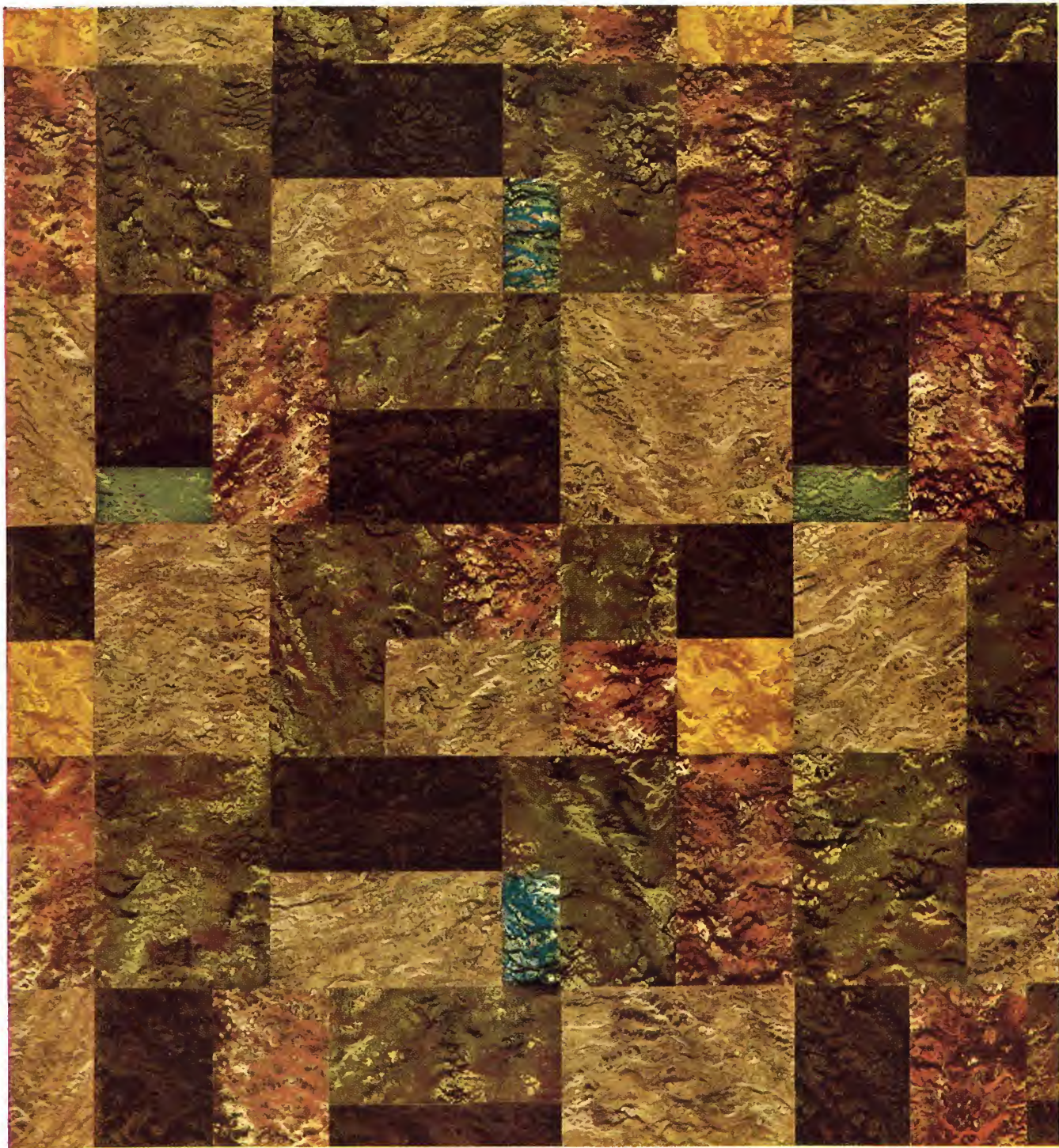
### Suggested Color Scheme for Cocktail Lounge

Border.....	No. 27	Upper Wall..	Pale blue and Chinese
Linostrips.....	Nos. 43 and 39		red paper
Linowall, Full or Dado....	No. 704	Curtain.....	Modern design in
Cove and Base..	Flash Type, No. 27		blue and white
Trim.....	Pale blue	Upholstery.....	Red

### Suggested Color Scheme for Sun Porch

Border.....	No. 27	Wall.....	White paint
Linostrips.....	Nos. 25 and 22	Trim.....	White, light gray, and
Cove and Base..	Flash Type, No. 27		dark gray
Curtain.....	White, black, and	Upholstery.....	Gray
	gray chintz	Rug.....	Gray





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 14272 Straight Line Inlaid—Medium Gauge

Code Word: DBINU

**Design**—Dark subdued shades of walnut and mahogany achieve a rich, dignified effect in this pattern. Even the accent blocks of gold, blue, vermillion, and green are so subtly blended that they add color without attracting attention to themselves.

**Where to Use**—Kitchens, entrance halls, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, restaurants, barber shops, tourist cabins, living-rooms, dining-rooms, large stores, coffee shops.

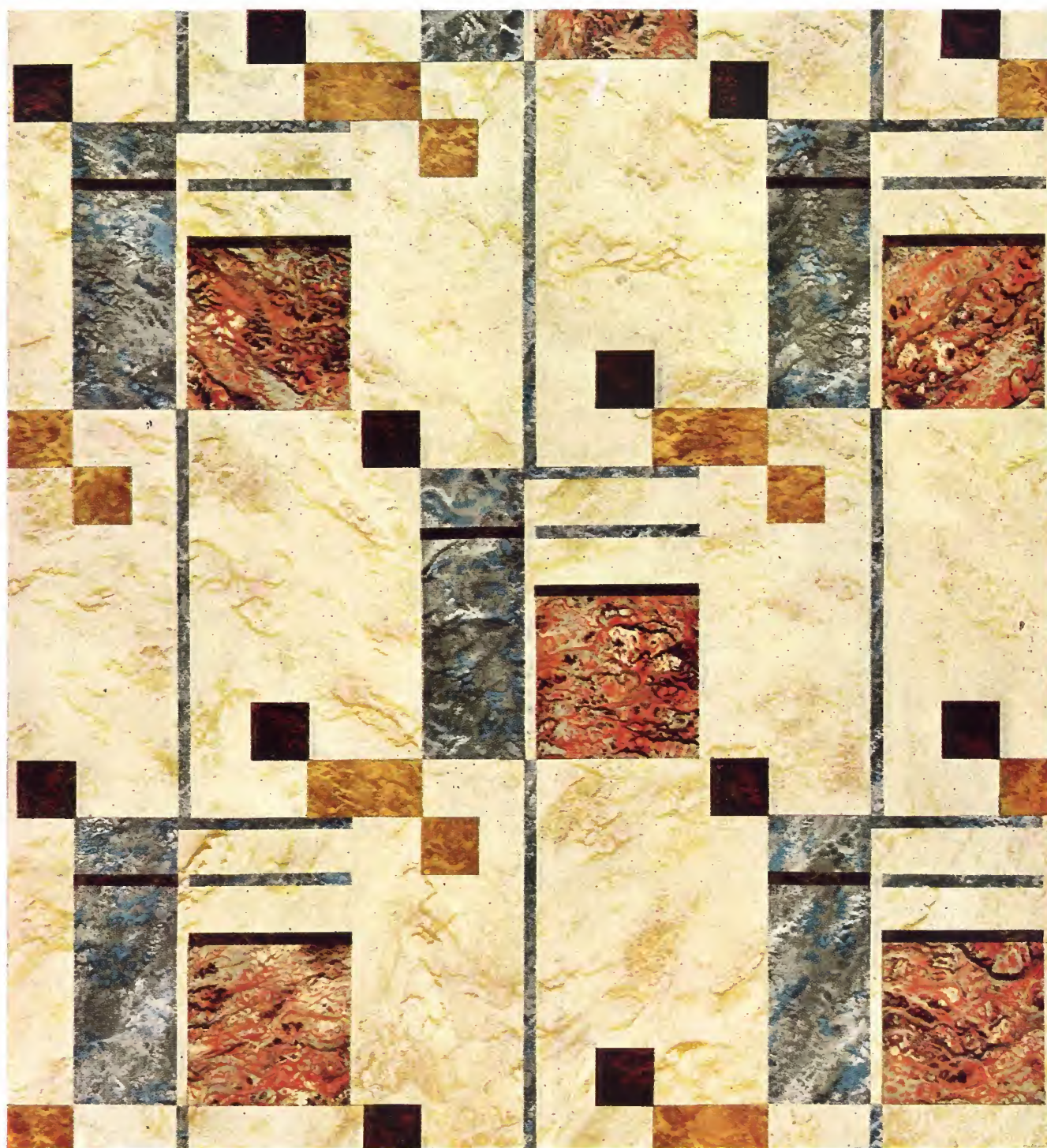
#### Suggested Color Scheme for Study

Border.....	No. 46	Curtain.....	Modern heavy textured fabric, brown and sage
Linowall, Dado.....	No. 736		
Linowall, Upper Wall.....	No. 738		
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Brown
Trim.....	Sage paint	Rug.....	Sage

#### Suggested Color Scheme for Sun Porch

Border.....	No. 20	Trim.....	Tan—mandarin red trim
Linostrip.....	No. 25	Curtain.....	Brown blocked linen
Linowall.....	No. 735	Upholstery.....	Blue
Cove and Base.....	Flash Type, No. 20	Rug.....	Tan





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 14290 Straight Line Inlaid—Medium Gauge

Code Word: DBCAY

**Design**—Great simplicity of design is found in this open ground overlay pattern. The coloring is an ivory background on which is superimposed an overlay of blocks and lines in coral, gold, and blue-gray. Small accent blocks of burnt umber also are used to

heighten the design. May be used in large or small areas. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, drug stores, grocery stores, showrooms.

#### Suggested Color Scheme for Children's Shop

Border.....	No. 20	Trim.....	Old ivory-color and dark gray accent
Linostrips.....	Nos. 43 and 26	Curtain.....	Printed muslin
Linowall.....	No. 706	Upholstery.....	Coral
Cove and Base..	Flash Type, No. 20	Rug.....	Gray
Ceiling.....	Dark gray		

#### Suggested Color Scheme for Bathroom

Border.....	No. 27	Trim.....	Old ivory—turquoise and black accent
Linostrip.....	No. 38	Curtain.....	Turquoise marquette embroidered in white coin dots
Linowall, Full or Dado.....	No. 702	Upholstery.....	Gray
Cove and Base..	Flash Type, No. 27		
Upper Wall.....	Painted fawn		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 14291 Straight Line Inlaid—Medium Gauge

Code Word: DBCEH

**Design**—Here is an open ground overlay pattern with an entirely new marbled background called opalescent mother-of-pearl. The overlay design is in bright blue, brown marble tinged with a salmon red, and a brilliant polychrome color with blue pre-

dominating. Blue is very smart as an accent coloring this season. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, gift shops, haberdasheries, dress shops, laundries, tea rooms.

#### Suggested Color Scheme for Sun Porch

Border.....	No. 46	Trim.....	Light blue
Linostrips.....	Nos. 23 and 43	Curtain.....	Green and blue chintz
Cove and Base.....	Flash Type, No. 46	Upholstery.....	Gray and blue
Wall.....	Light blue paint	Rug.....	Blue

#### Suggested Color Scheme for Bathroom

Border.....	No. 27	Trim.....	Ivory and black
Linostrip.....	No. 23	Curtain.....	Blue net with white coin dots
Linowall, Full or Dado.....	No. 737	Upholstery.....	Blue
Cove and Base.....	Flash Type, No. 27	Rug.....	Blue
Upper Wall.....	Ivory		



ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

### No. 14292 Straight Line Inlaid—Medium Gauge

Code Word: DBCOD

**Design**—This pattern is a variation of the popular black and white, silver gray, and scarlet coloring. In this adaptation, taupe grays are substituted for silver grays which give greater warmth to the pattern. The design is of the open ground overlay type.

**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, offices, show-rooms, restaurants, barber shops, haberdasheries, grocery stores, exhibits, hotel lobbies, tea rooms, drug stores, coffee shops.

#### Suggested Color Scheme for Small Store

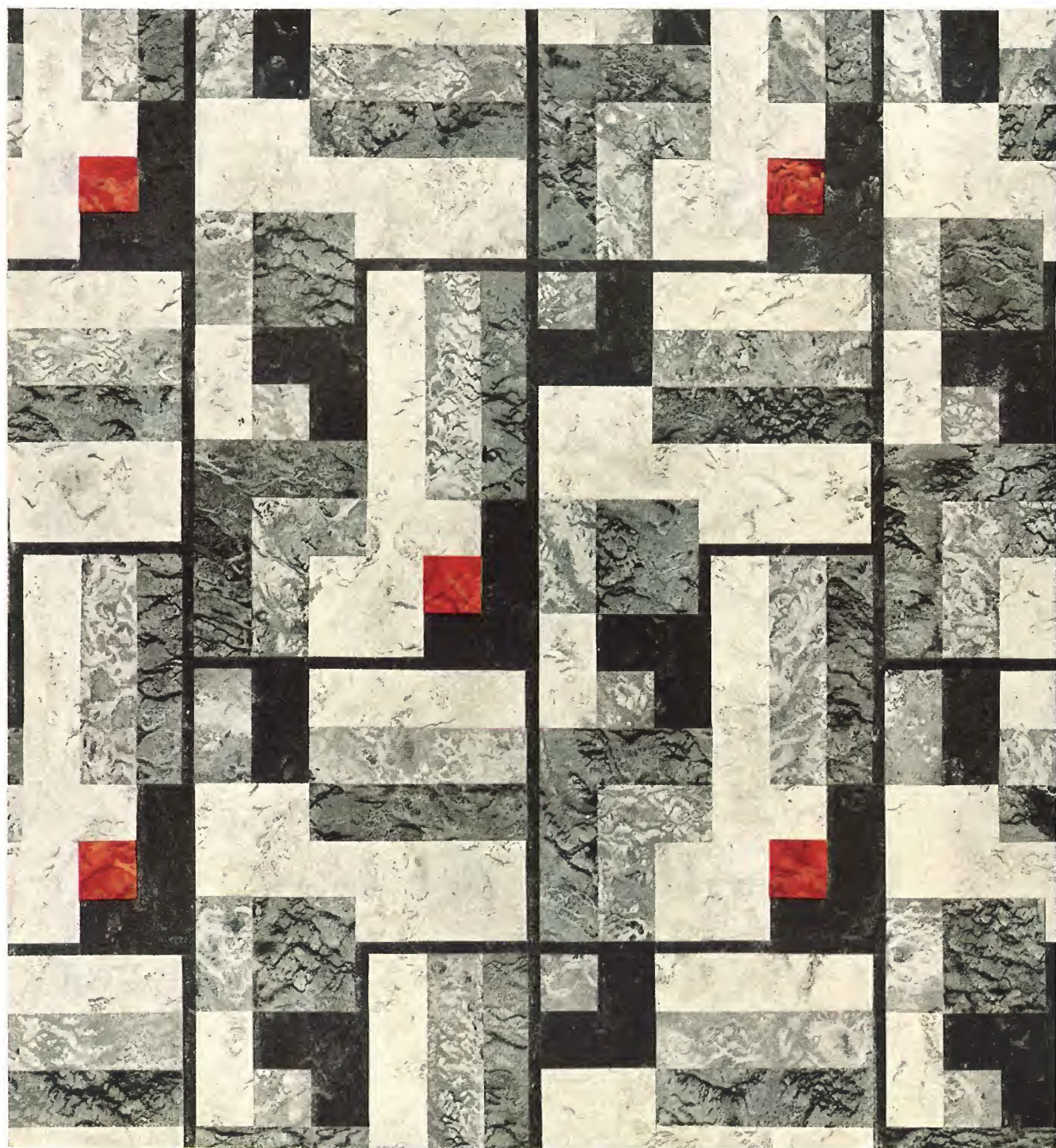
Border.....	No. 021	Trim.....	Red, light and dark gray
Linostrips.....	Nos. 26 and 23	Curtain.....	Modern gray
Linowall to Ceiling.....	No. 704	Upholstery.....	Red
Cove and Base.....	Flash Type, No. 021	Rug.....	Dark gray

#### Suggested Color Scheme for Kitchen

Border.....	No. 27	Upper Wall.....	Silver and red
Linostrip.....	No. 39		modern paper
Linowall, Dado.....	No. 703	Trim.....	Silver and black
Cove and Base.....	Flash Type, No. 27	Curtain.....	Gray organdy



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



ARMSTRONG'S

(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14302 Straight Line Inlaid—Medium Gauge

Code Word: DBCKO

**Design**—Third dimensional relief is strong in this close-knit pattern, thanks to the nicely graduated tones of gray marbling in the background. The overlay tracery in black and the high-

lights in scarlet complete one of today's best color schemes. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, restaurants, hospitals, exhibits, barber shops.

### Suggested Color Scheme for Kitchen

Border.....	No. 27	Upper Wall.....	Vegetable paper
Linostrip.....	No. 39	Trim.....	White with red accent
Linowall, Dado.....	No. 703	Curtain.....	Red oiled silk
Cove and Base..	Flash Type, No. 27	Upholstery.....	Red

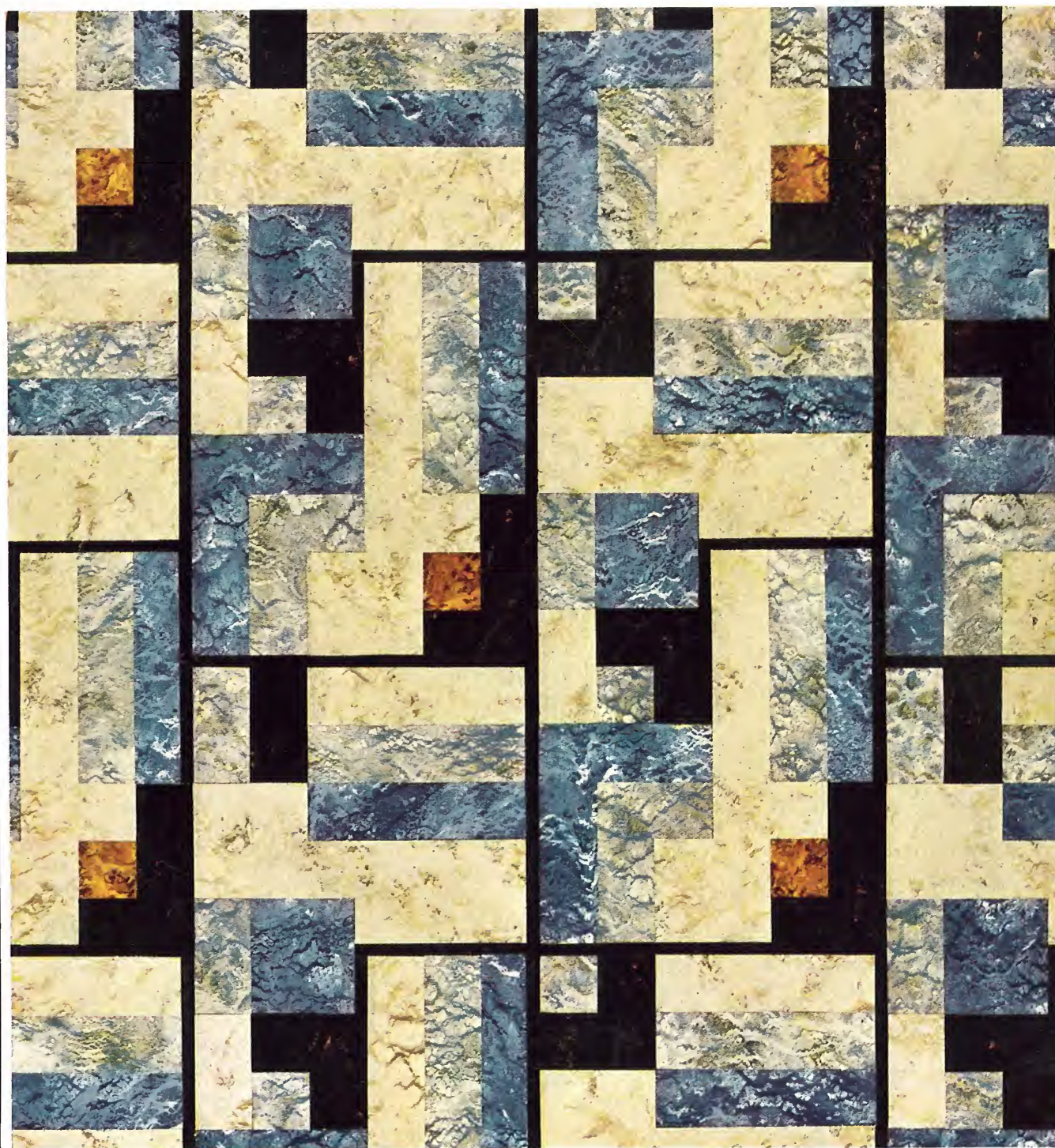
### Suggested Color Scheme for Grocery Store

Border.....	No. 27	Upper Wall.....	Linowall No. 704
Linostrip.....	No. 23	Trim.....	Ivory with black accent
Linowall, Dado.....	No. 703	Venetian Blind.....	Willow green
Cove and Base..	Flash Type, No. 27	Ceiling.....	Painted green



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 14303 Straight Line Inlaid—Medium Gauge

Code Word: DBCLA

**Design**—With a light royal blue predominant, this sunny overlay tracery design will add a fresh note of color to rooms of many types. The small blocks, ranging from grayish tones to golden ivory, make the pattern eminently suitable for small areas; where-

as the larger scaled overlay adapts it equally well to large rooms. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, large stores, beauty parlors, show-rooms, restaurants, clubhouses, hospitals, schools, barber shops.

### Suggested Color Scheme for Kitchen

Border.....	No. 27	Upper Wall.....	Painted flat-tone
Lino-strip.....	No. 29		delft blue
Lino-wall, Full or Dado.....	No. 731	Trim.....	Azure blue with
Cove and Base..Flash Type, No. 27			tangerine accent
Upholstery.....	Tangerine	Curtain.....	Printed blue dymity

### Suggested Color Scheme for Automobile Showroom

Border.....	No. 30	Upper Wall....	Painted semi-lustre
Lino-strip.....	No. 45		cream
Lino-wall, Full or Dado.....	No. 706	Trim.....	Cream with blue accent
Cove and Base..Flash Type, No. 30		Curtain.....	Blue cotton rep with
Upholstery.....	Blue leather		white pin stripe





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### STANDARD EMBOSSED INLAID LINOLEUM COMBINES COLOR, STYLE, AND RICH BEAUTY AT LOW COST

All the patterns in this group of Armstrong's Standard Gauge Embossed Inlaids have the same quality texture and third dimensional construction as the heavier gauges. Yet, because of their lighter gauge, the Standard Embossed patterns are available at a lower cost. Nevertheless their durability is sufficient to give years of satisfactory service.

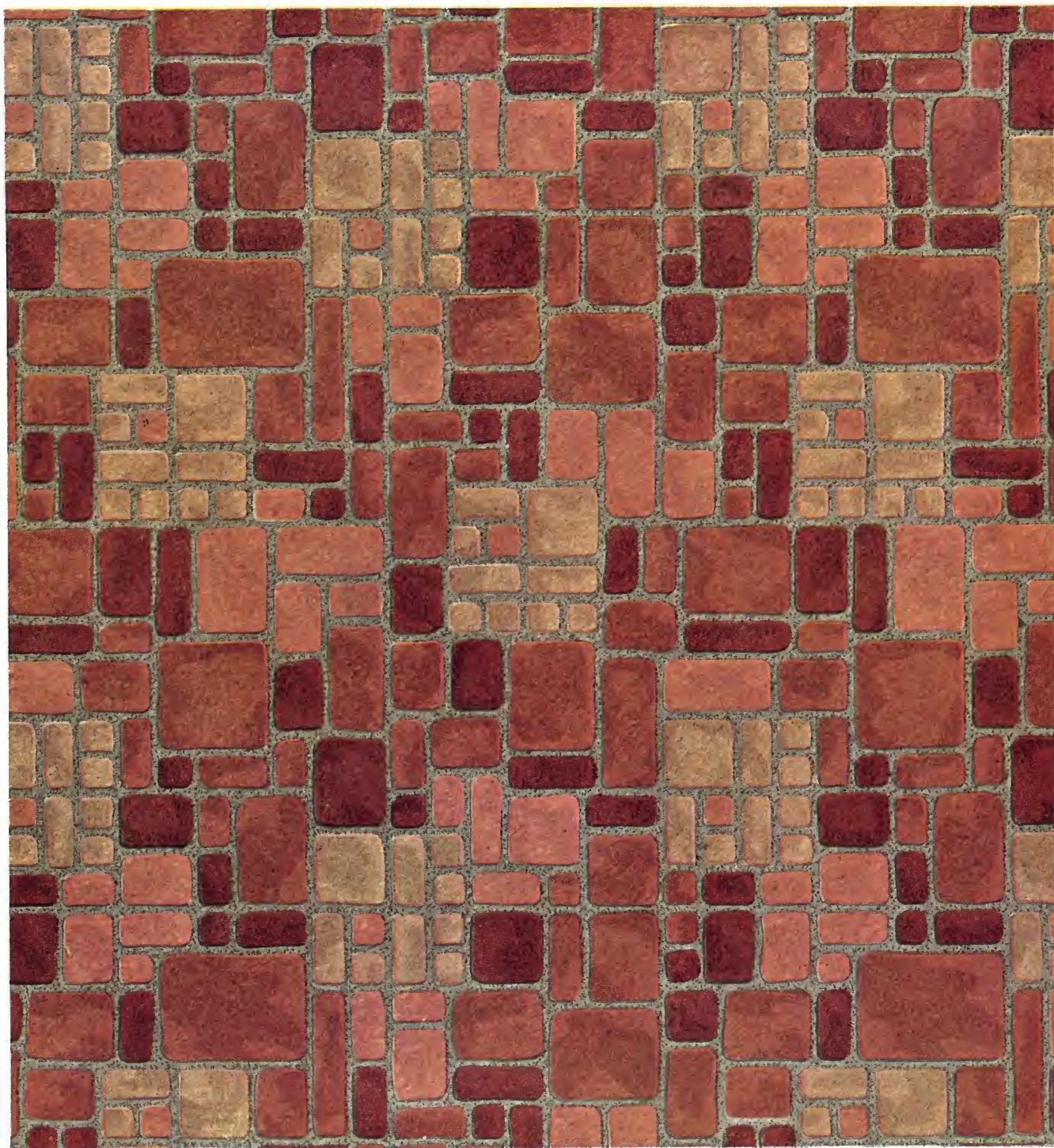
Tile and textured effects can be had in an abundance of different colorings—intense, rich, or quiet. All are in good taste and each pattern is suitable for many types of room interiors. The varicolored designs add

charm, warmth, dignity, and a note of cheerfulness to almost any scheme of interior decoration.

Characteristic of Armstrong streamlined embossing are the rounded bottoms and edges of the interliners. Consequently, since there are no corners in which dirt might hide, there are no cleaning problems to complicate easy maintenance of these floors.

The colorful floor in the two-purpose kitchen shown above is Standard Embossed No. 5651, set off by Linostrips and a rounded cove and base of Plain linoleum, another boon to busy housewives.





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5352 Embossed Inlaid—Standard Gauge

Code Word: AIOMBMA

**Design**—In tones ranging from warm tans to terra cotta reds, this pattern consists of odd-sized blocks laid in a cheerful random design. The gray embossed mortar lines highlight the tile design.

**Where to Use**—Kitchens, bathrooms, entrance halls, living-

rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries. It is also suitable for small stores, beauty parlors, offices, restaurants, clubhouses, hotel and apartment lobbies, barber shops, tourist cabins.

#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Wood Base.....	Pine
Linostrip.....	No. 45	Trim.....	Pine
Linowall, Full or Dado.....	No. 735	Curtain.....	Turquoise
Upper Wall.....	Scenic paper in turquoise and rose	Upholstery.....	Turquoise
		Rug.....	Terra cotta

#### Suggested Color Scheme for Apartment Lobby

Border.....	No. 25	Trim.....	Taupe
Linostrip.....	No. 43	Curtain.....	Heavy striped blue cotton drapery
Linowall, Full or Dado.....	No. 735	Upholstery.....	Beige
Wood Base.....	To match Linowall	Rug.....	Beige
Upper Wall.....	Diamond plaid paper in beige and blue		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5491 Embossed Inlaid—Standard Gauge

Code Word: AIBUR

**Design**—The design and the new texture type of embossing make this pattern an excellent reproduction of Colonial handmade floor coverings. The quaint floral effects in mellow colorings suggest this pattern as an ideal flooring for residences or offices

in which Colonial or Early American furnishings are employed.  
**Where to Use**—Kitchens, bedrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, breakfast rooms, tourist cabins, gift and antique shops.

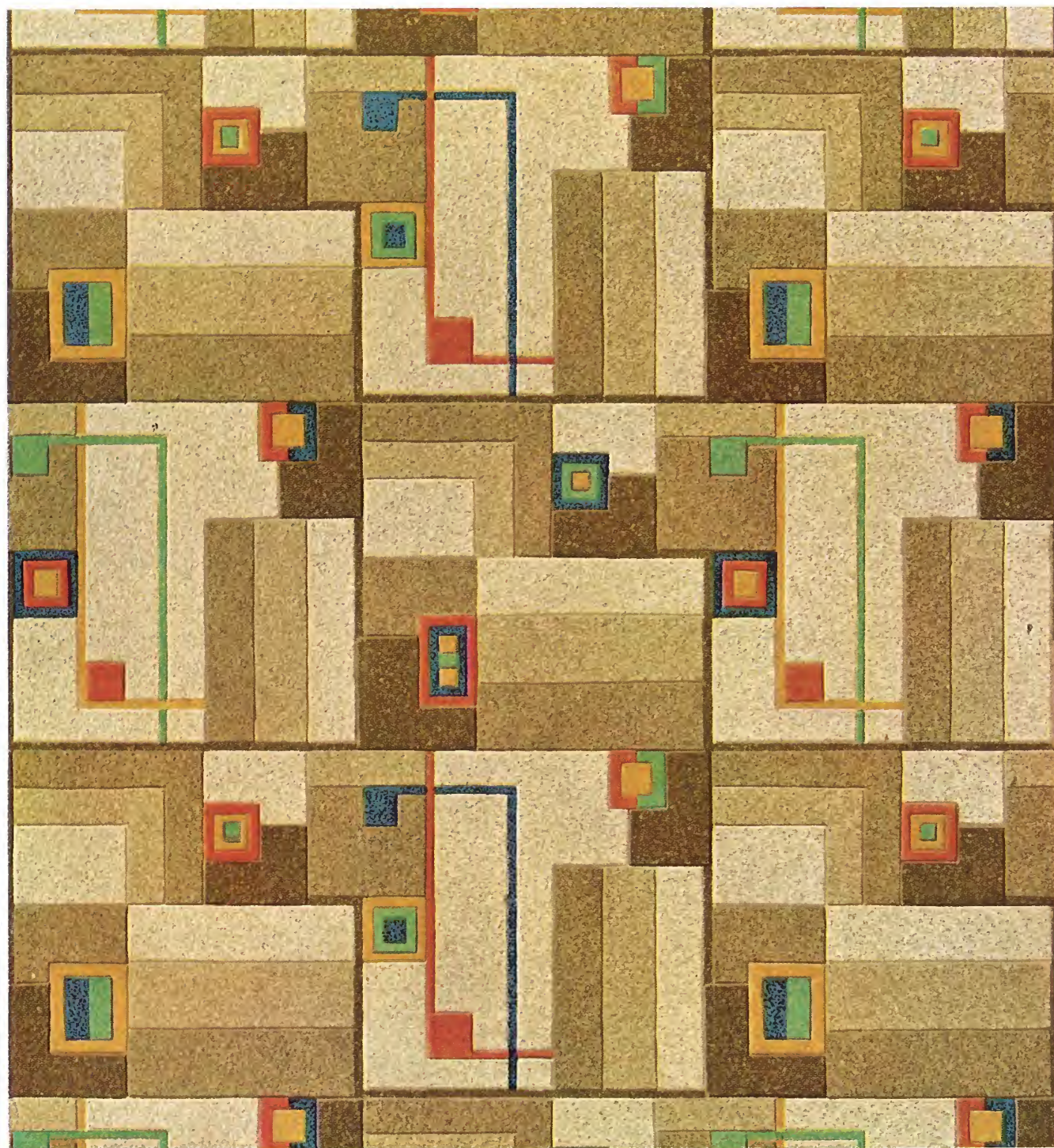
#### Suggested Color Scheme for Dining-room

Border.....	No. 46	Upper Wall...Orange-red and white
Linowall, Full or Dado....	No. 736	plaid paper
Cove and Base.. Wood to harmonize		Curtain.....Off-white chintz with
with Linowall		brown ball fringe
Trim.....Walnut		Upholstery....Orange and off-white

#### Suggested Color Scheme for Nursery

Linowall, Full or Dado....	No. 735	Curtain.....Red, green, yellow,
Cove and Base.. Wood to harmonize		and white printed cotton
with Linowall		in nursery figures
Upper Wall.....Green Temlok		Upholstery.....Candlewick
Trim.....Pine		Rug.....Wool in green





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5530 Embossed Inlaid—Standard Gauge

Code Word: AIDOL

**Design**—Combining the best features of the overlay tracery and the peasant motifs, this pattern offers a handsome design effect. The background is cafe-au-lait with vivid peasant figures as accents

at regular intervals. The overlay tracery is blue, gold, jade, and red. **Where to Use**—Kitchens, sun porches, nurseries, breakfast rooms, rear entries—also in small stores and restaurants.

#### Suggested Color Scheme for Small Restaurant

Border.....No. 28  
Linostrip.....No. 42  
Linowall, Full or Dado.....No. 735  
Cove and Base..Flash Type, No. 28  
Upper Wall.....Tan paint

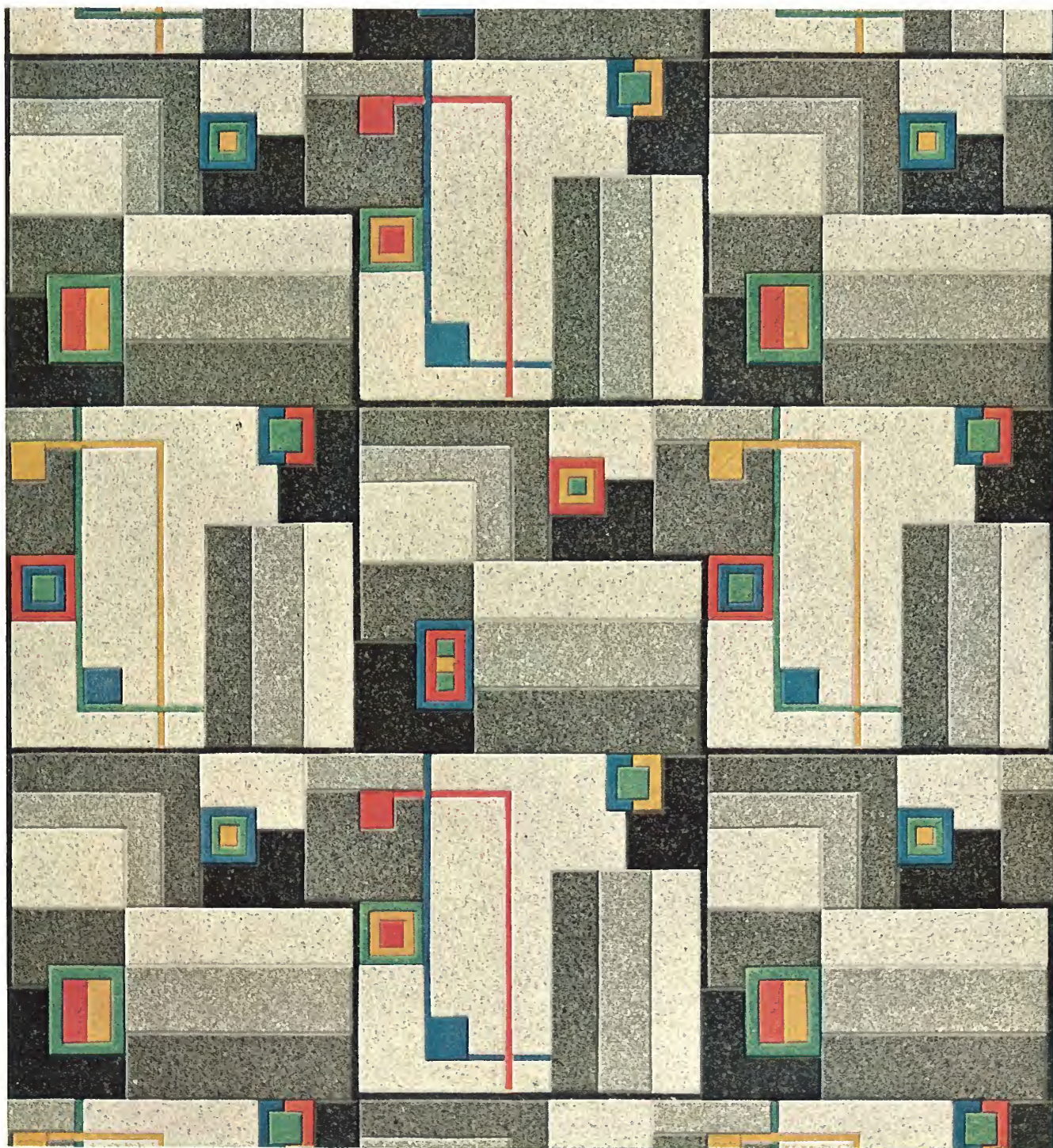
Trim.....Dark brown with  
trim of green  
Curtain.....Brown organdy bound  
in green  
Upholstery.....Green leather

#### Suggested Color Scheme for Kitchen

Border.....No. 20  
Linostrip.....No. 39  
Linowall, Dado.....No. 735  
Cove and Base..Flash Type, No. 20

Upper Wall.....Blue with  
red strawberry design  
Trim.....Natural pine  
Curtain.....Red organdy





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5531 Embossed Inlaid—Standard Gauge

Code Word: AIDUT

**Design**—Sharply contrasting blocks in brilliant colors emphasize the peasant motif of this handsome design. The field in ivory and tones of gray is a practical coloring because it does not readily

show traffic marks. Overlay lines are in gold, green, and blue. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, tourist cabins.

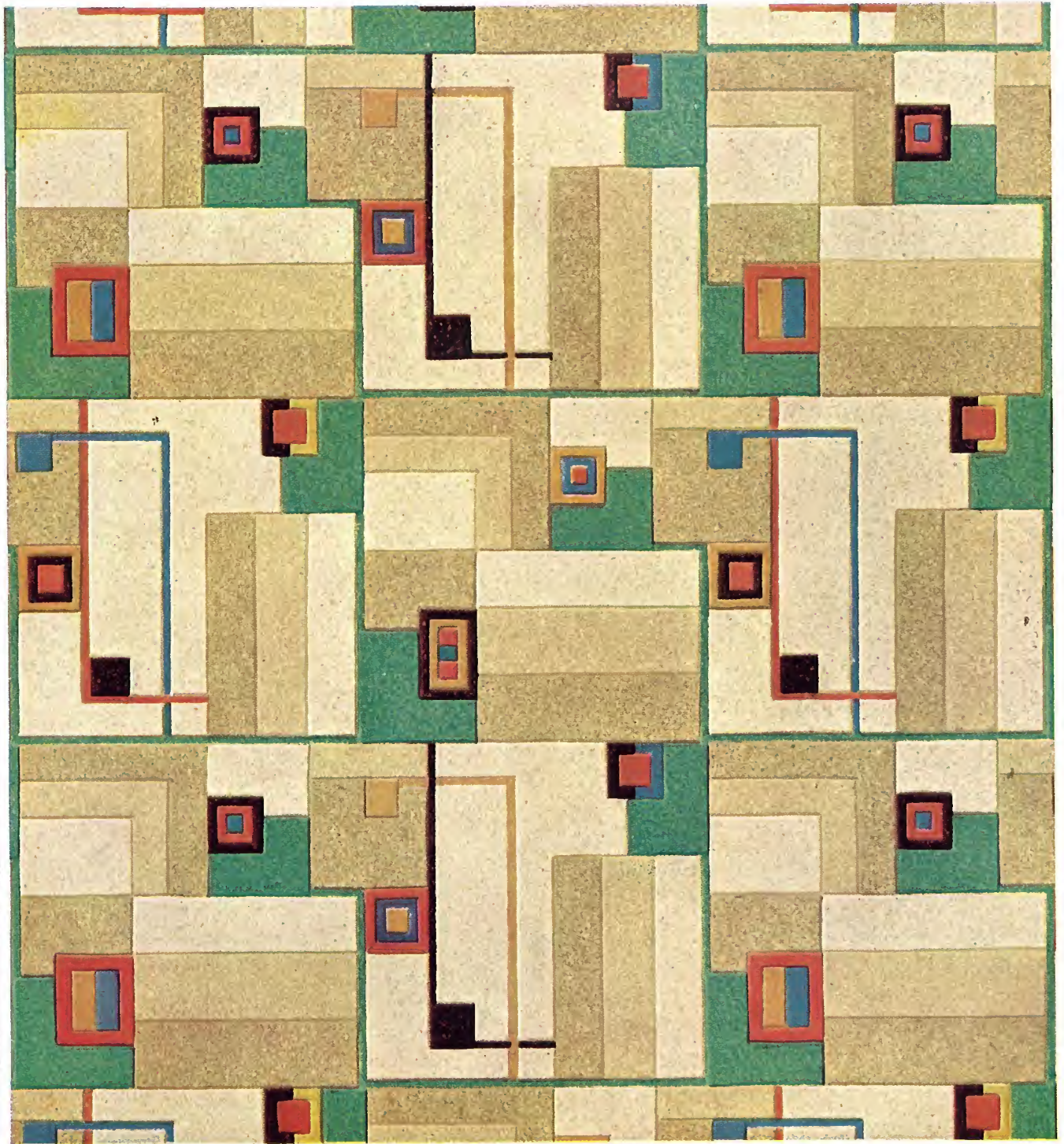
### Suggested Color Scheme for Kitchen

Border.....	No. 29	Trim.....	Light blue—yellow trim
Lino-strip.....	No. 48	Curtain.....	Blue dimity—red and yellow flowers
Lino-wall, Dado.....	No. 750	Upholstery.....	Blue leather
Cove and Base.. Flash Type, No. 29			
Upper Wall.....	Light blue paint		

### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall.....	White and yellow plaid paper
Lino-strip.....	No. 23	Trim.....	White
Lino-wall, Dado.....	No. 752	Curtain.....	White organdy
Cove and Base.. Flash Type, No. 27		Upholstery.....	White leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5532 Embossed Inlaid—Standard Gauge

Code Word: AIDEB

**Design**—The peasant motif in brilliant colors makes this pattern an excellent one for residential use. The overlay tracery adds further interest. Background blocks in tans and ecrus provide a set-

ting for blocks of jade, also red, blue, gold, and eggplant accents. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops.

#### Suggested Color Scheme for Specialty Shop

Border.....No. 20  
Linostrips.....Nos. 45 and 42  
Linowall, Full or Dado.....No. 735  
Cove and Base..Flash Type, No. 20

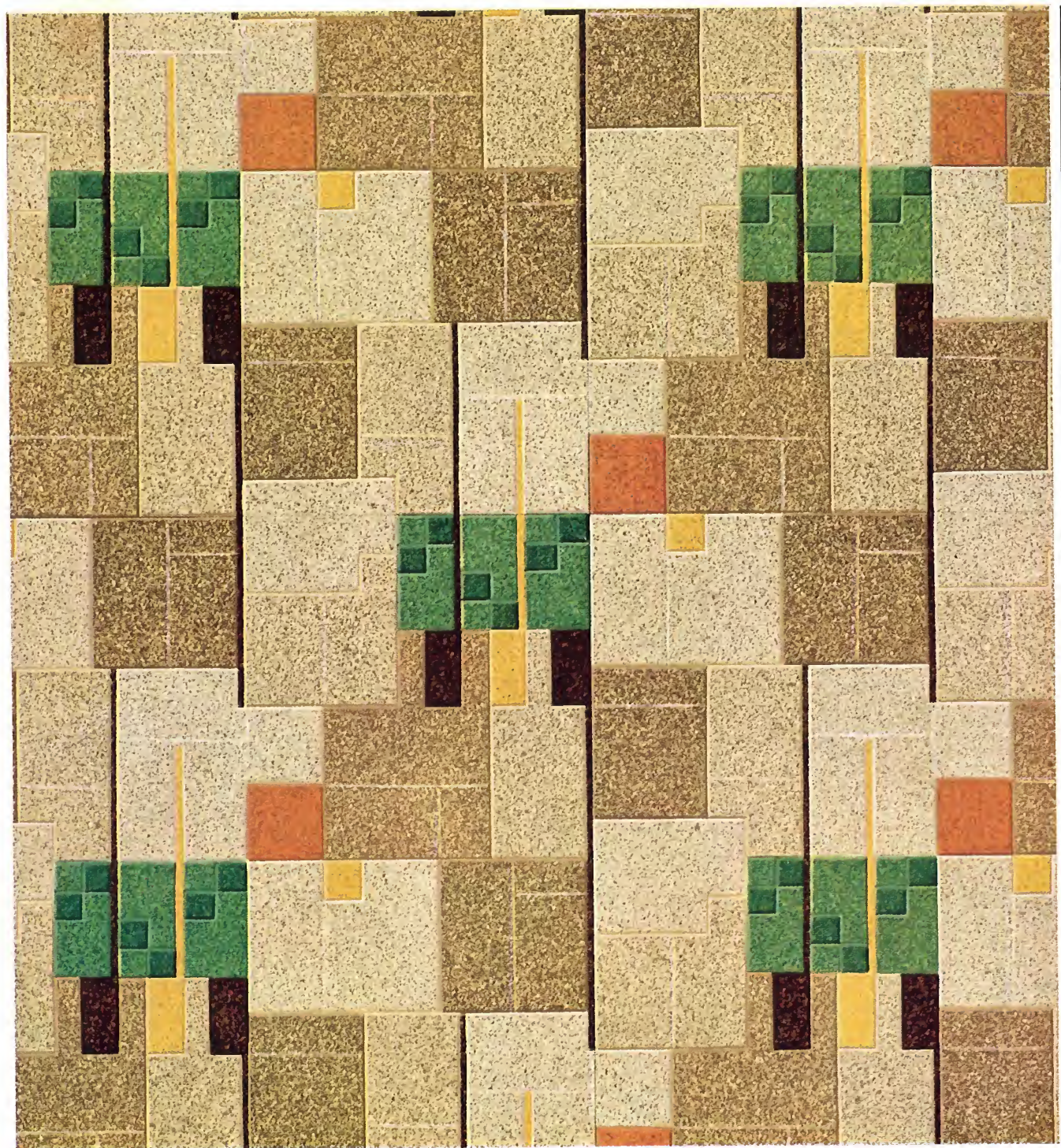
Upper Wall..Beige and tan on green  
Trim.....Pine  
Curtain.....Light tan finished  
with ball fringe

#### Suggested Color Scheme for Breakfast Room

Border.....No. 46  
Linostrips.....No. 42  
Linowall, Full or Dado.....No. 753  
Cove and Base..Flash Type, No. 46

Upper Wall..Blue-green scenic design  
Trim.....Green with white accent  
Curtain.....Willow green organdy  
Upholstery.....White or brown





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5561 Embossed Inlaid—Standard Gauge

Code Word: AIBOC

**Design**—A development of the open ground overlay effect, this pattern adds interest to the sandstone field through the use of small blocks in yellow, orange, burnt umber, and chartreuse green.

**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, tourist cabins, offices, showrooms, and exhibits.

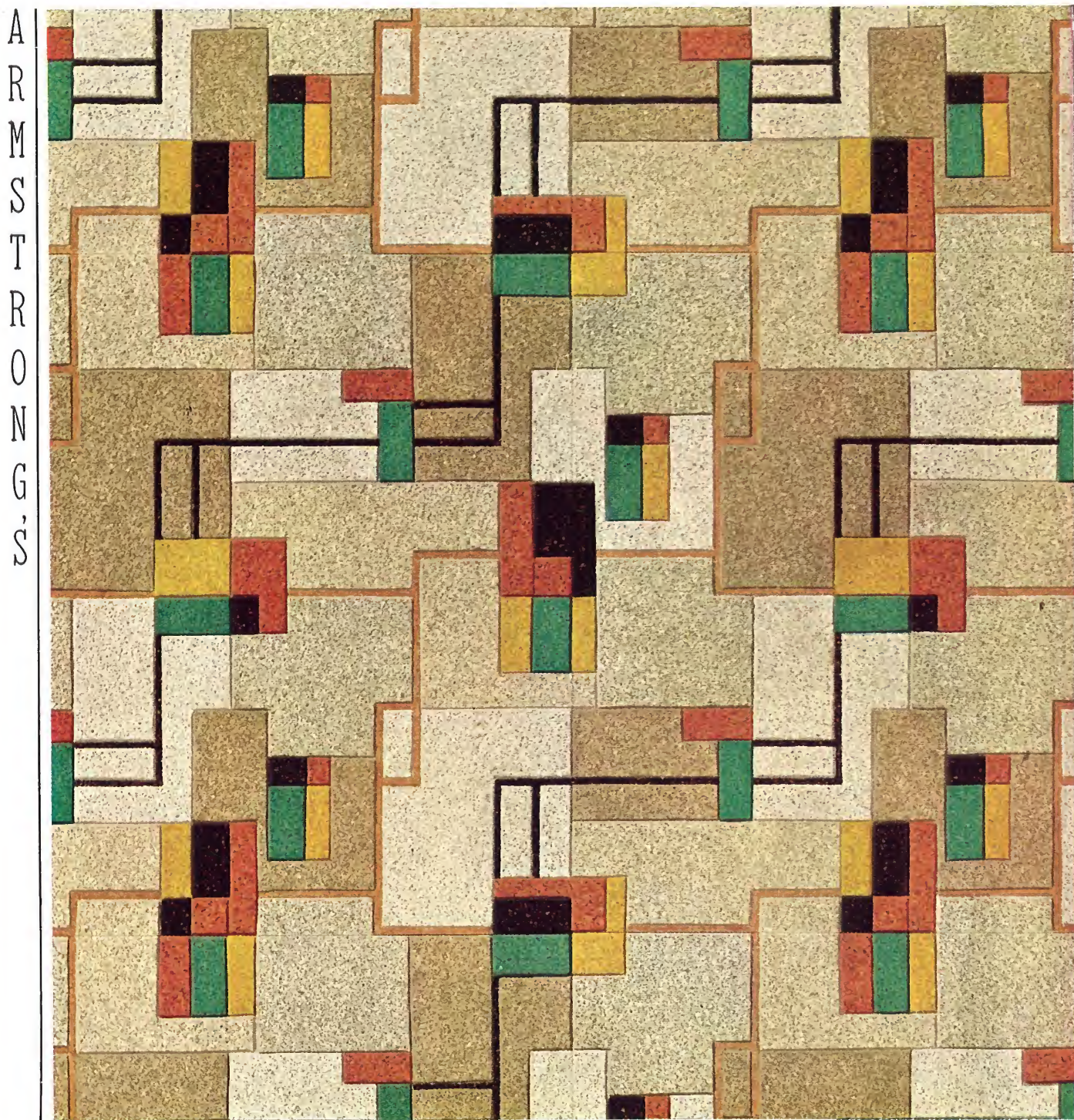
#### Suggested Color Scheme for Flower Shop

Border.....	No. 46	Wall.....	Ivory and chartreuse
Linostrip.....	No. 33	Trim.....	Ivory with brown stripe
Cove and Base..	Flash Type, No. 46	Curtain.....	Flowered oiled silk

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 28	Trim.....	Pine with orange trim
Linostrip.....	No. 41	Curtain.....	Orange gingham
Linowall.....	No. 735	Upholstery.....	Chair pads of curtain material
Cove and Base.....	Pine		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5570 Embossed Inlaid—Standard Gauge

Code Word: AIBYK

**Design**—This version of the popular overlay treatment provides a design effect that will harmonize with almost any interior color scheme. The sand tones of the field are emphasized with color-

ful modernistic blocks of Spanish yellow, red, and green. **Where to Use**—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, restaurants.

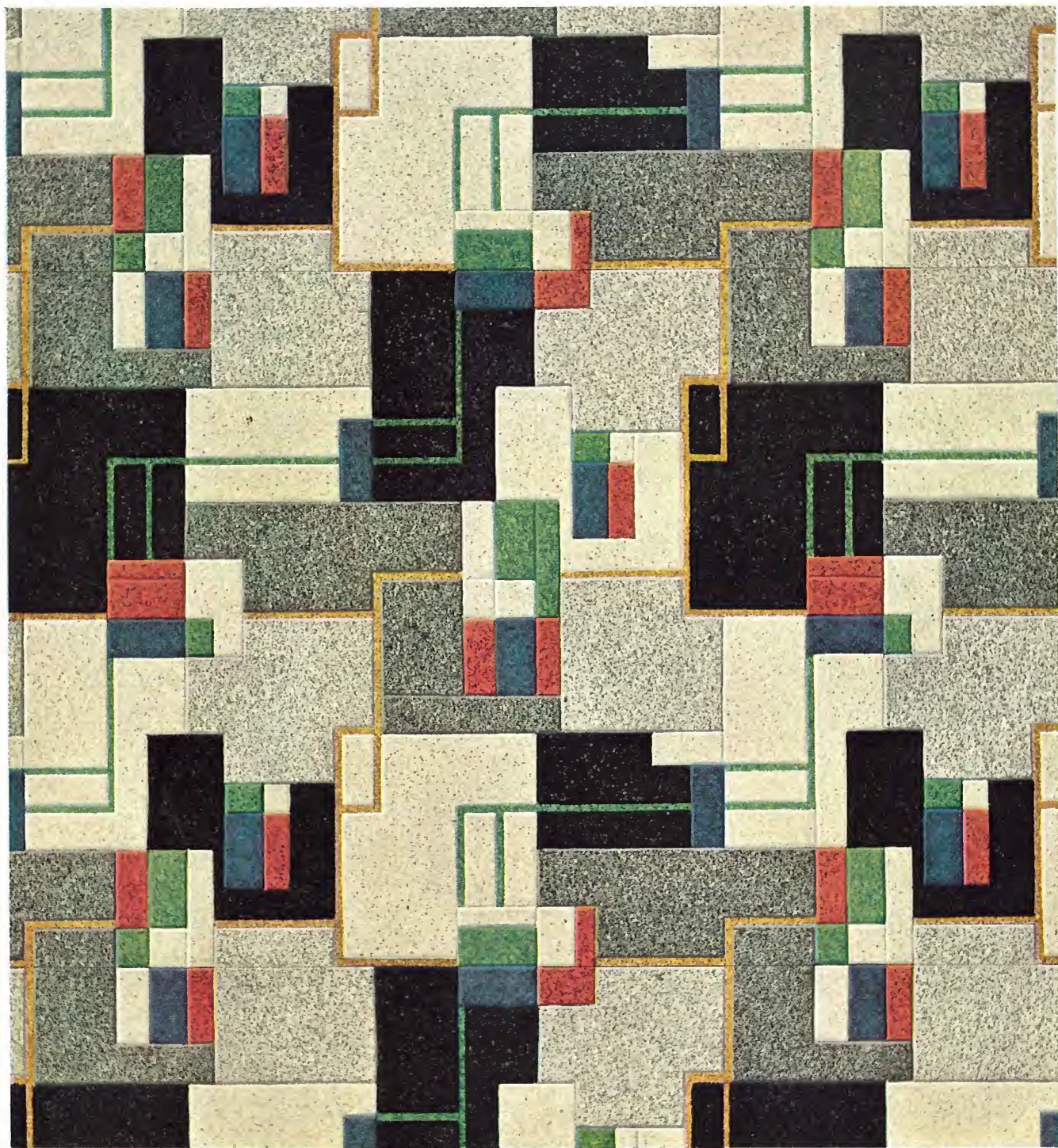
#### Suggested Color Scheme for Breakfast Room

Border.....	No. 20	Upper Wall.....	Yellow paper
Linostrips.....	Nos. 42 and 48		with tan stripes
Linowall, Dado.....	No. 750	Trim.....	Tan with trim of green
Cove and Base..	Flash Type, No. 20	Curtain.....	Green organdy

#### Suggested Color Scheme for Sun Porch

Border.....	No. 20	Trim.....	Natural pine with red trim
Linostrip.....	No. 39	Curtain.....	Tan linen, red pattern
Linowall.....	No. 735	Upholstery.....	Beige
Cove and Base..	Flash Type, No. 20	Rug.....	Brown





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5571 Embossed Inlaid—Standard Gauge

Code Word: AICAJ

**Design**—In this design of strong, contrasting colors, the predominating tones of white, silver gray, slate gray, and black are sharply accented with vivid blocks in red, cobalt blue, and moss

green. The design is overlaid with strong lines in gold and green. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small shops, sun porches, restaurants, tourist cabins.

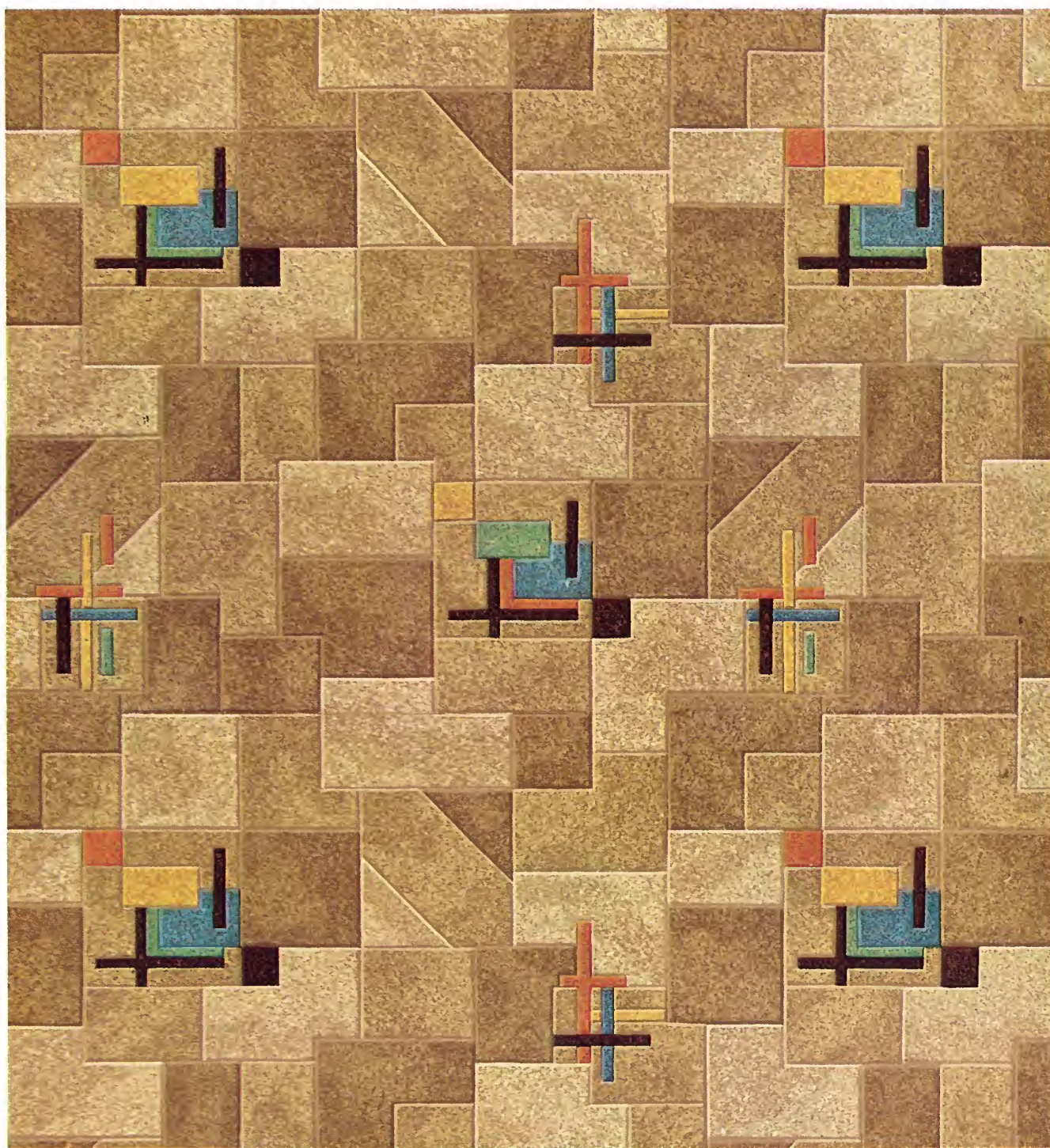
#### Suggested Color Scheme for Bathroom

Border.....	No. 27	Trim.....	Gray with yellow trim
Linowall, Dado.....	No. 750	Curtain.....	Yellow dimity with
Cove and Base.....	Flash Type, No. 27		colored dots
Upper Wall.....	Gray paint	Rug.....	Yellow string rug

#### Suggested Color Scheme for Kitchen

Border.....	No. 30	Upper Wall.....	White paper—
Linowall, Dado.....	No. 752		strawberry design
Cove and Base.....	Flash Type,	Trim.....	White with red trim
	No. 30	Curtain.....	Red oiled silk





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5580 Embossed Inlaid—Standard Gauge

Code Word: AICIM

**Design**—Noteworthy for its serviceable and attractive coloring, this pattern consists of an open ground overlay design in fawn, cadet blue, chocolate, and orange. The shaded broken-block

effect adds interest to the blocks in various tones of sand and brown.  
**Where to Use**—Kitchens, sun porches, studies, recreation rooms, breakfast rooms, rear entries, beauty parlors, offices.

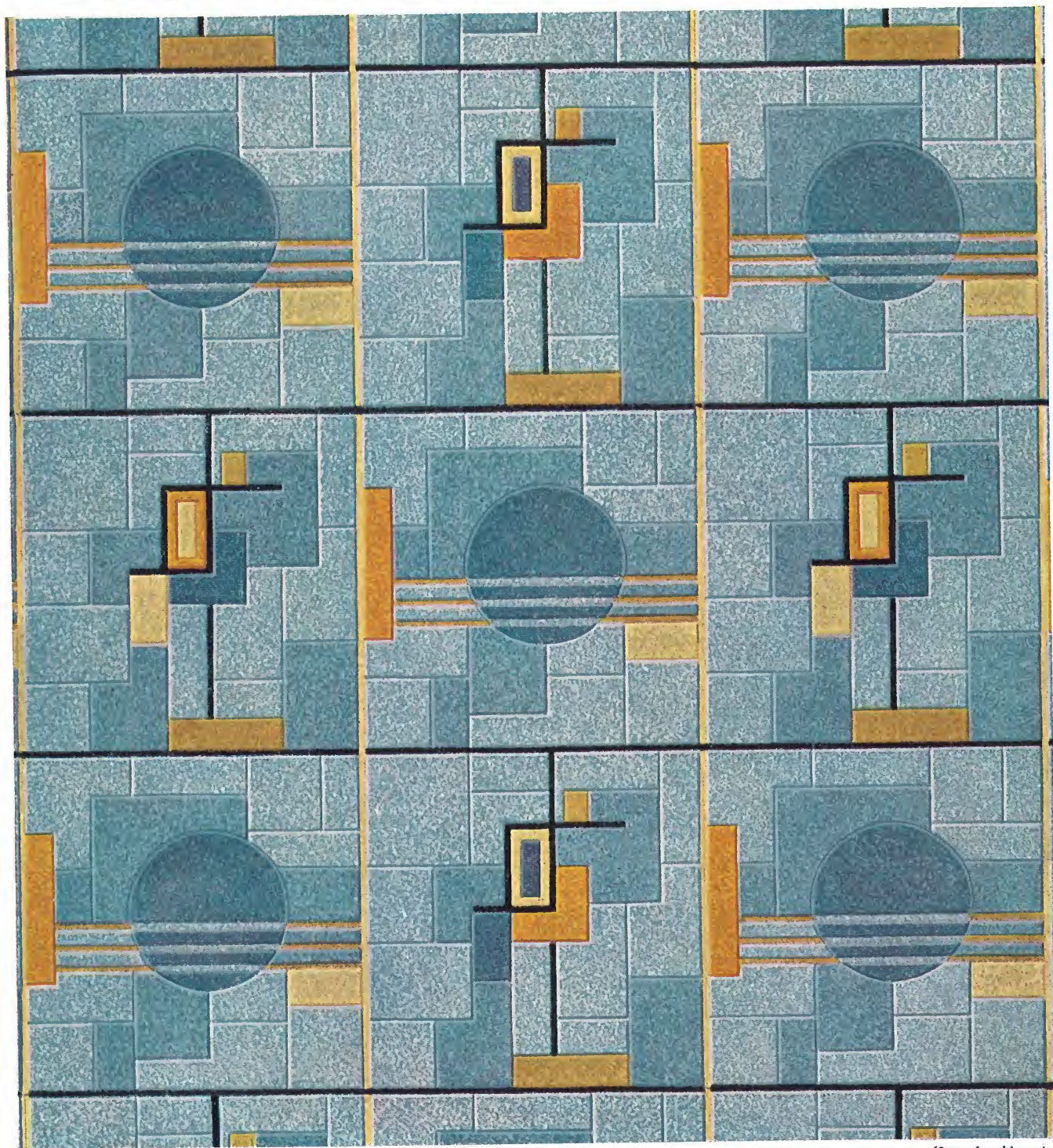
#### Suggested Color Scheme for Study

Border.....	No. 46	Trim.....	Walnut
Linowall, Full or Dado....	No. 736	Curtain.....	Printed linen—
Wood Base.....	Walnut		brown and tan
Upper Wall.....	Light blue paint	Rug.....	Blue

#### Suggested Color Scheme for Kitchen

Border.....	No. 29	Trim.....	Light blue—trim,
Linowall, Full or Dado....	No. 751		tangerine
Upper Wall.....	Painted blue	Curtain.....	Blue and orange
Cove and Base.. Flash Type, No. 29			organdy





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5591 Embossed Inlaid—Standard Gauge

Code Word: AICOD

**Design**—On a field in subdued tones of blue, a modernistic geometrical design in brilliant orange, gold, and black is executed with striking effect. Variety of tile sizes adds further interest.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, night clubs, restaurants, clubhouses.

### Suggested Color Scheme for Kitchen or Breakfast Room

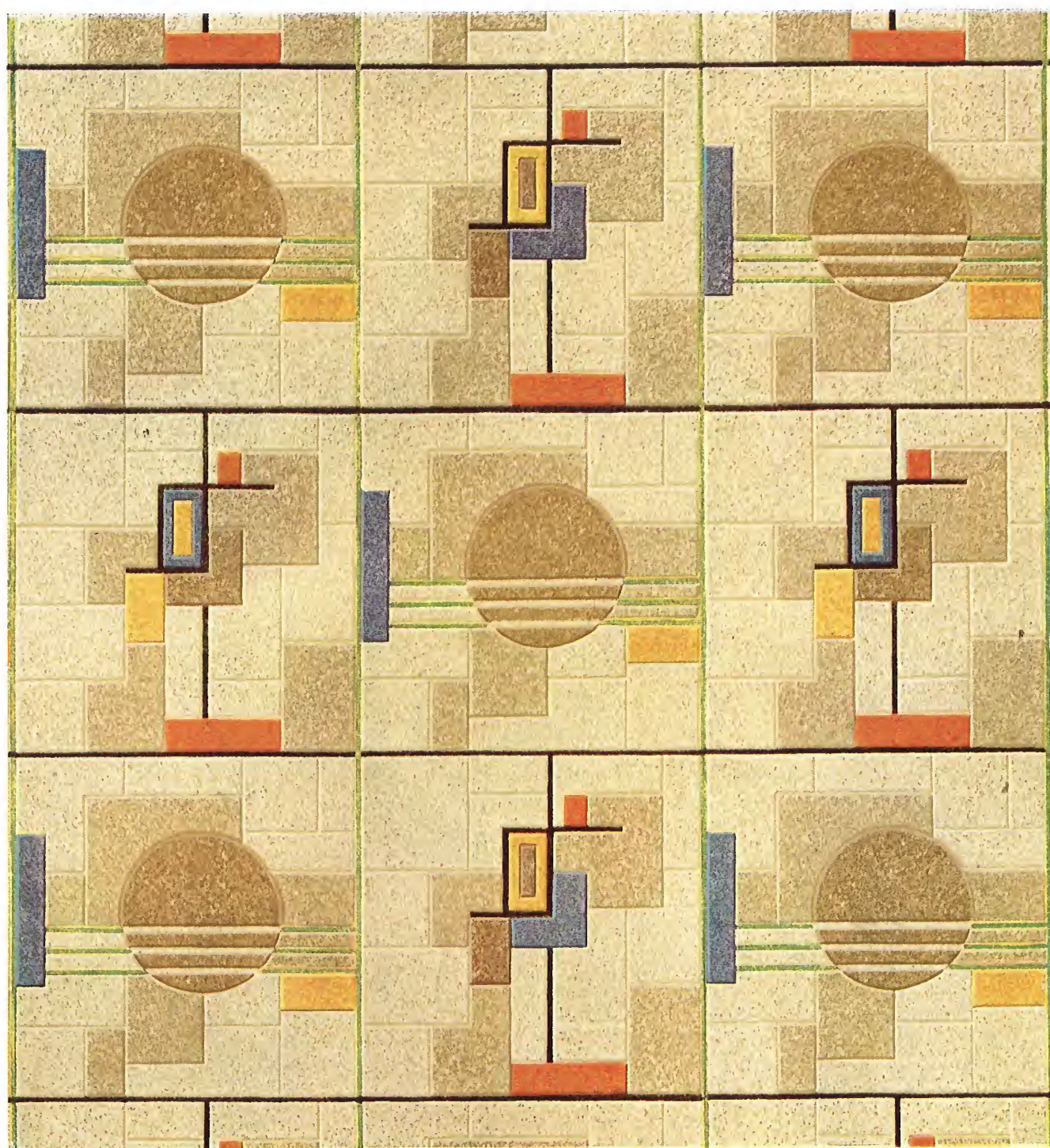
Border.....	No. 29	Upper Wall.....	Yellow paper—
Linowall, Full or Dado.....	No. 737		silver design
Cove and Base..Flash Type, No. 29		Curtain.....	Yellow oiled silk
Trim.....	Yellow with blue accent	Upholstery.....	Blue leather

### Suggested Color Scheme for Night Club or Restaurant

Border.....	No. 30	Upper Wall..	Gray, blue, fawn paper
Linostrip.....	No. 45	Trim....	Platinum with blue accent
Linowall, Full or Dado....	No. 731	Curtain....	Blue and white damask
Cove and Base..Flash Type, No. 30		Upholstery....	Blue, white, or tan



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5592—Embossed Inlaid—Standard Gauge

Code Word: AICRO

**Design**—Strongly geometrical with its circles, rectangles, and groups of parallel lines, this pattern lends itself to many uses. The sandstone background is accented with interesting

overlays in colors of orange, oriental blue, gold, jade, and black. **Where to Use**—Kitchens, bathrooms, sun porches, studies, breakfast rooms, rear entries, small stores, and restaurants.

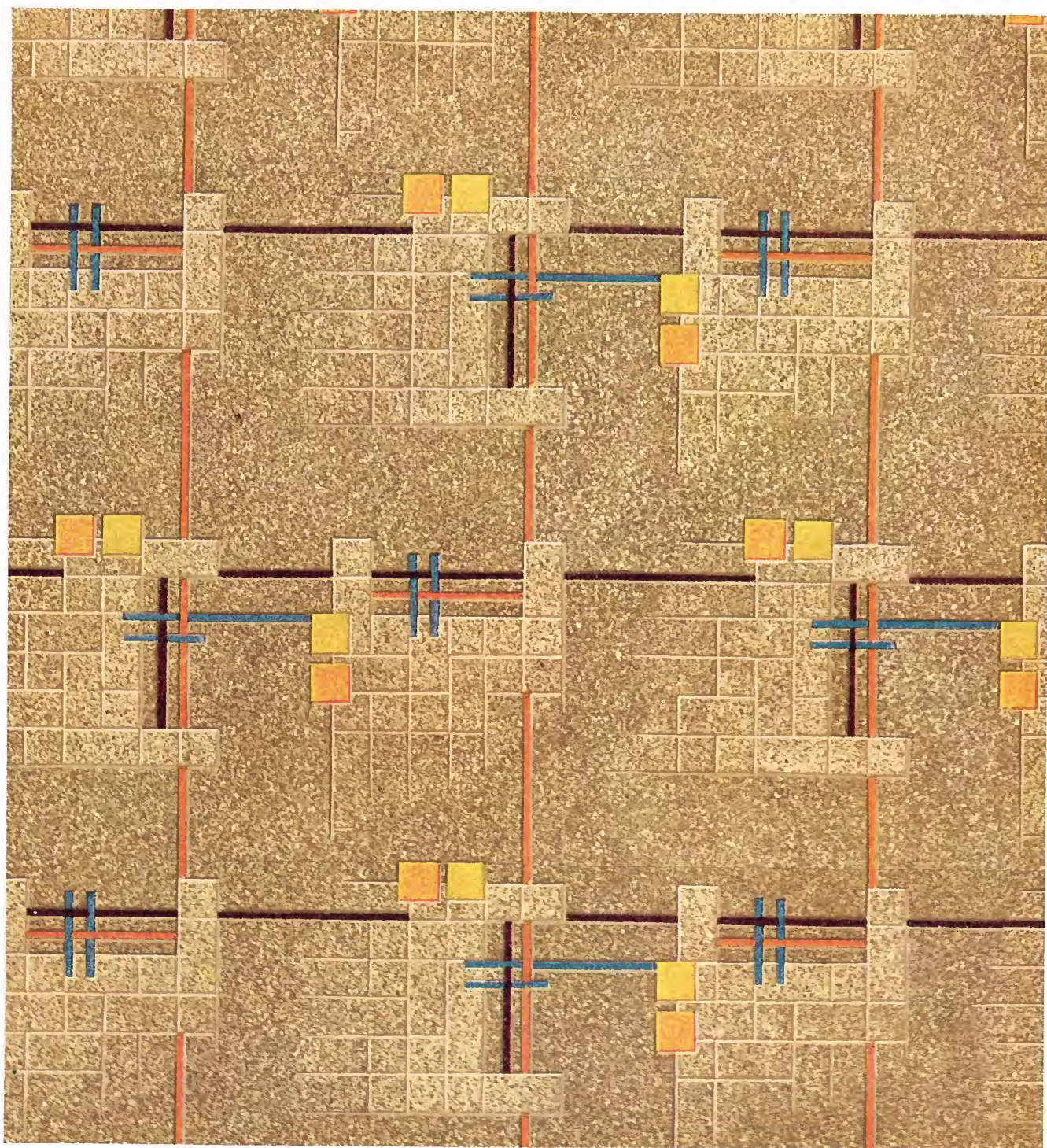
#### Suggested Color Scheme for Sun Porch

Border.....	No. 46	Trim.....	Buff paint
Linostrips.....	Nos. 48 and 43	Curtain.....	Orange taffeta
Linowall.....	No. 735	Upholstery.....	Brown
Cove and Base..	Flash Type, No. 46	Rug.....	Brown
Upper Wall....	Striped paper in tan		

#### Suggested Color Scheme for Breakfast Room

Border.....	No. 30	Trim.....	Natural pine
Linostrip.....	No. 28	Curtain.....	Cotton print—tan
Linowall, Full or Dado....	No. 737		background
Cove and Base..	Flash Type, No. 30	Upholstery.....	Blue leather
Upper Wall.....	Dark blue paper		





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5600 Embossed Inlaid—Standard Gauge

Code Word: AILAP

**Design**—This new open ground design, which is a refreshing variation of the popular overshot interliner effect, will be found widely useful in residences as well as in small shops and homelike tea rooms. The ground coloring is in warm, mottled

sandstone tones with sunny accents in eggplant, gold, and blue.  
**Where to Use**—Kitchens, baths, entrance halls, dining-rooms, sun porches, recreation rooms, nurseries, breakfast rooms, small stores, beauty parlors, restaurants, barber shops, and bookshops.

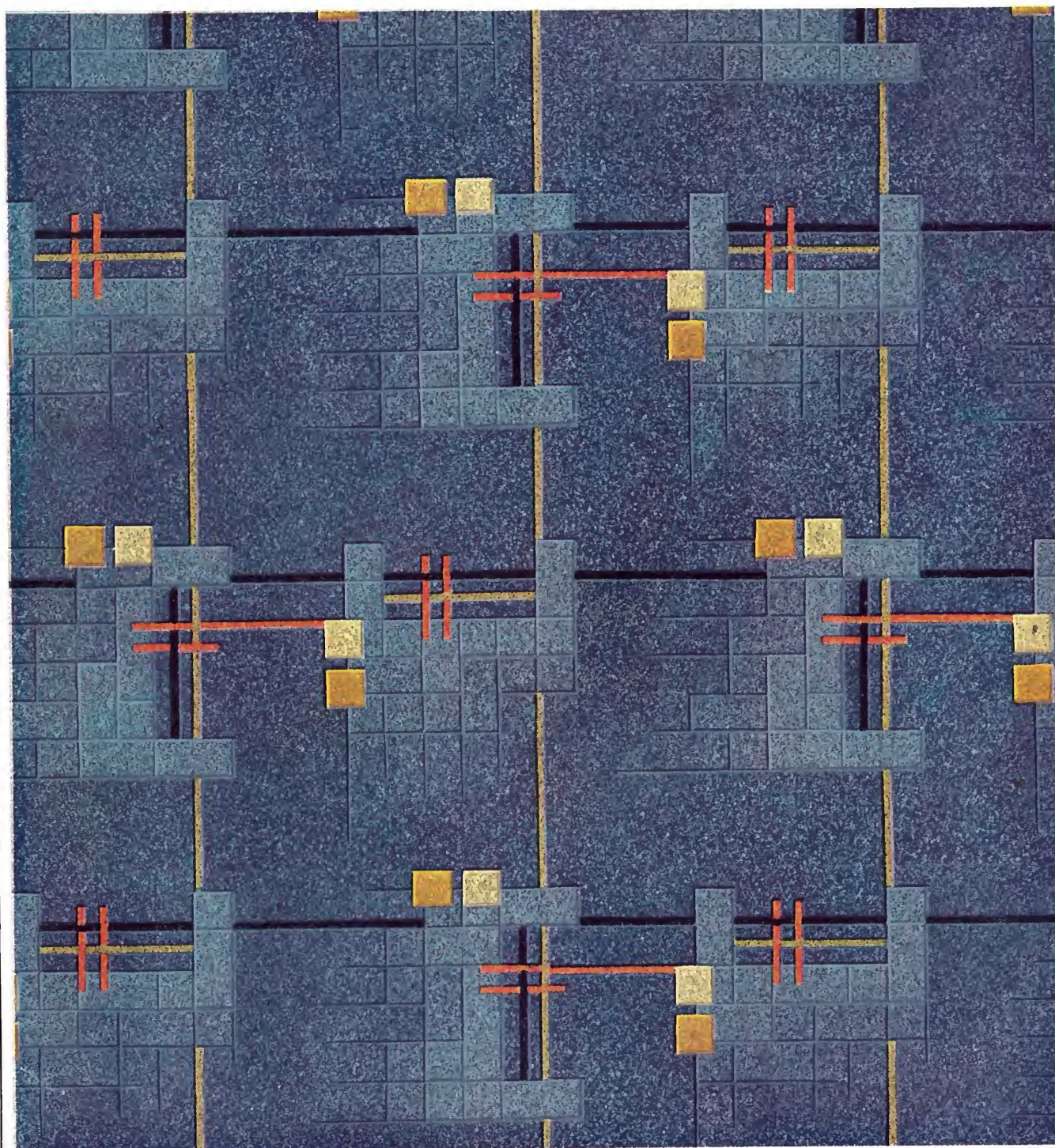
### Suggested Color Scheme for Kitchen

Border.....	No. 46	Upper Wall..	Yellow paper with blue,
Linostrip.....	No. 29		brown, and red chicks
Cove and Base..	Flash Type, No. 46	Trim.....	Walnut
Linowall, Dado.....	No. 735	Curtain.....	Brown oiled silk

### Suggested Color Scheme for Child's Room

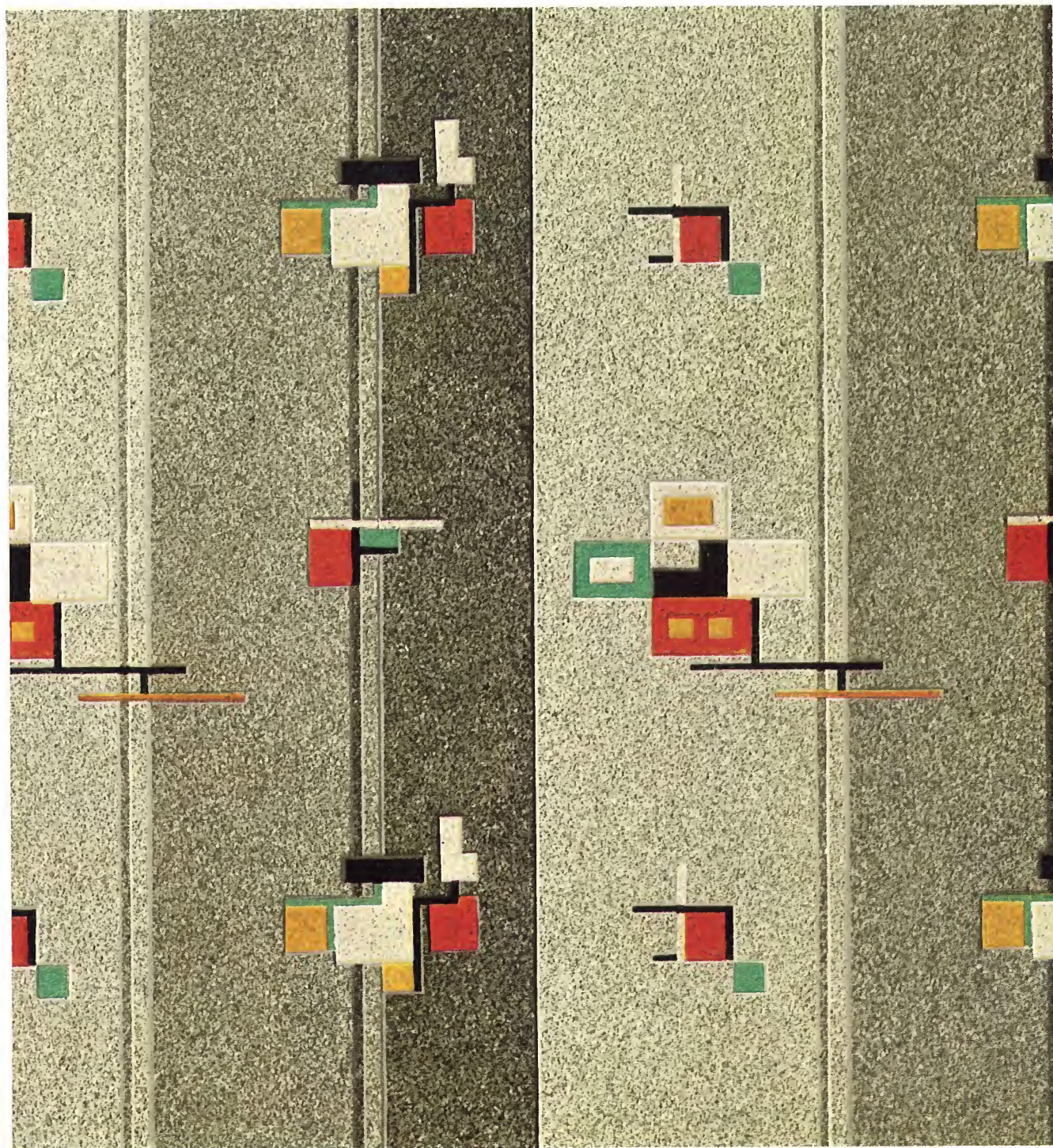
Border.....	No. 43	Trim.....	Pastel blue trimmed with
Linostrips.....	Nos. 41 and 48		yellow and orange-red
Linowall.....	No. 737	Curtain.....	Ivory cotton nursery
Rug.....	Blue		print in yellow, blue, and red





(2 yards wide only)





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5610 Embossed Inlaid—Standard Gauge

Code Word: AILBT

**Design**—This completely new design effect in three soft tones of gray with brilliantly colored accent blocks in red, green, and white introduces a refreshing note in Standard Embossed patterns. It will be found valuable, due to its directional stripes, for

"slenderizing" rooms that are too square to be truly pleasing. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, radio stations, clubhouses, airports, tourist cabins.

### Suggested Color Scheme for Kitchen

Border.....	No. 22	Upper Wall..	White paper with fruit
Linostrip.....	No. 23		in green and red
Linowall, Full or Dado.....	No. 752	Trim.....	Pale green
Cove and Base..	Flash Type, No. 22	Curtain.....	Red oiled silk

### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall.....	Red paper or paint
Linostrip.....	No. 39	Trim.....	Cream
Linowall, Full or Dado.....	No. 737	Curtain.....	White barred organdy
Cove and Base..	Flash Type, No. 27	Rug.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5640 Embossed Inlaid—Standard Gauge

Code Word: AIKER

**Design**—Multiplane Embossed accents of blue, gold, scarlet, and mulberry enliven this pattern's mottled field of sandstone taupe. Note how the three different sandstone shades are subtly graduated from the field tone. Note also how the small-detail inlays

on a wide open field serve to make small rooms seem larger. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, restaurants, barber shops, hotel and apartment lobbies, tourist cabins.

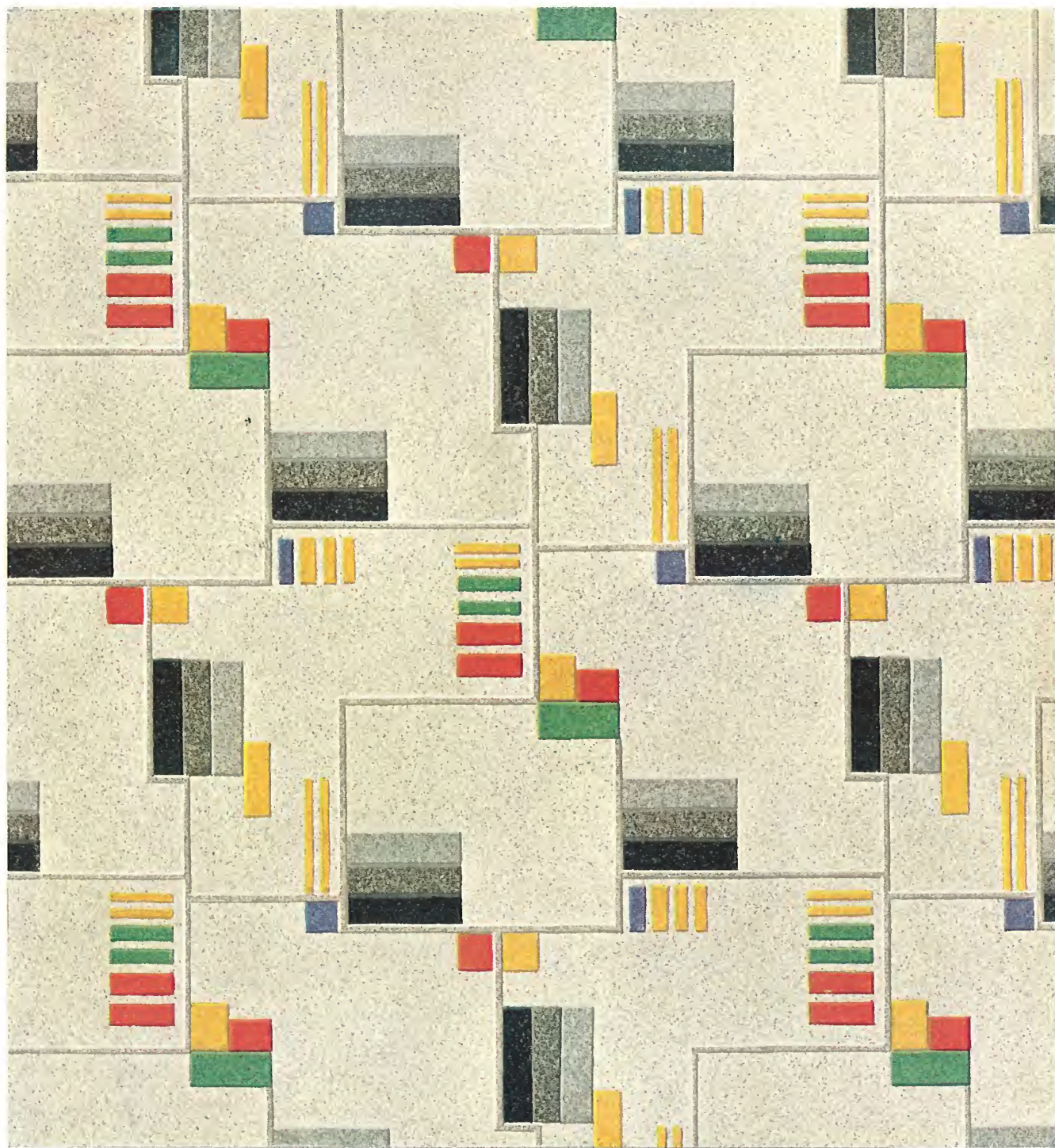
#### Suggested Color Scheme for Kitchen

Border.....	No. 43	Upper Wall..	White paper, blue stars
Linostrips.....	Nos. 23 and 41	Trim.....	Cream gray with blue accent
Linowall, Full or Dado.....	No. 732	Curtain.....	Blue organdy
Cove and Base..	Flash Type, No. 43	Upholstery.....	Orange leather

#### Suggested Color Scheme for Attic Game Room

Border.....	No. 46	Upper Wall.....	Painted slate blue
Linostrips.....	Nos. 23 and 43	Trim.....	Cream gray
Linowall, Full or Dado.....	No. 731	Curtain.....	Brown linen, game design
Cove and Base...	Flash Type, No. 46	Upholstery.....	Shaggy blue





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5641 Embossed Inlaid—Standard Gauge

Code Word: AIKIL

**Design**—Because of its open ground field and small-scale overlay blocks, this pattern—an Armstrong “style first”—is especially suited for small rooms. The Multiplane Embossing gives the impression that portions of the design actually stand out in relief.

The highly-colored accents brighten the silver-gray background.  
**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, stores, beauty parlors, restaurants, exhibits, hotel and apartment lobbies, barber shops.

### Suggested Color Scheme for Attic Recreation Room

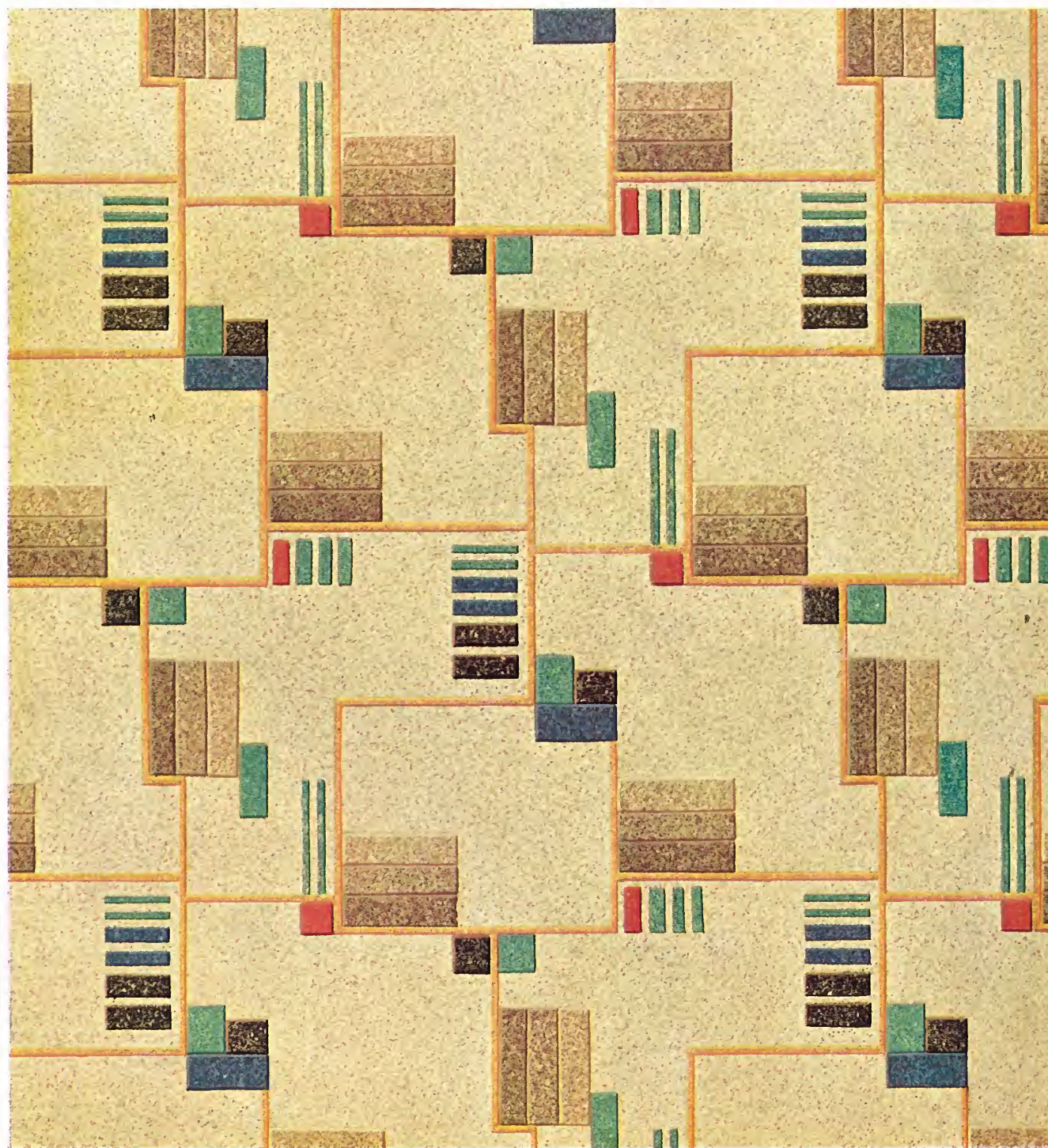
Border.....	No. 30	Trim.....	Light blue; red, green, and dark blue accents
Linostrips.....	Nos. 39, 42, and 43	Curtain.....	Multicolored linen
Linowall, Dado.....	No. 751	Upholstery.....	Sail cloth, multicolored
Cove and Base.....	Flash Type, No. 30	Rug.....	Blue
Upper Wall.....	Light blue paint		

### Suggested Color Scheme for Sun Porch

Border.....	No. 27	Upper Wall.....	Painted gray
Linostrips.....	Nos. 22 and 24	Ceiling.....	Painted black
Linowall, Full or Dado.....	No. 732	Curtain.....	Black, green, red chintz
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Green, gray, or red
Trim.....	Cream gray, green, black	Rug.....	Green



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(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5642 Embossed Inlaid—Standard Gauge

Code Word: AIKME

**Design**—A striking example of Multiplane Embossing, this pattern in a warm allover tan tone is keyed to the style trend of pastel shades. It is set off with pastel insets of jade, blue, gold, and scarlet. Ideal for use in modern small kitchens, it will add a

sparkling touch of color to the furnishings in many other rooms. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, barber shops, tourist cabins, coffee shops, tea and lunch rooms.

#### Suggested Color Scheme for Kitchen

Border.....No. 46  
Linostrip.....No. 44  
Linowall, Full or Dado.....No. 753  
Cove and Base.....Flash Type, No. 46  
Upper Wall.....Painted light green

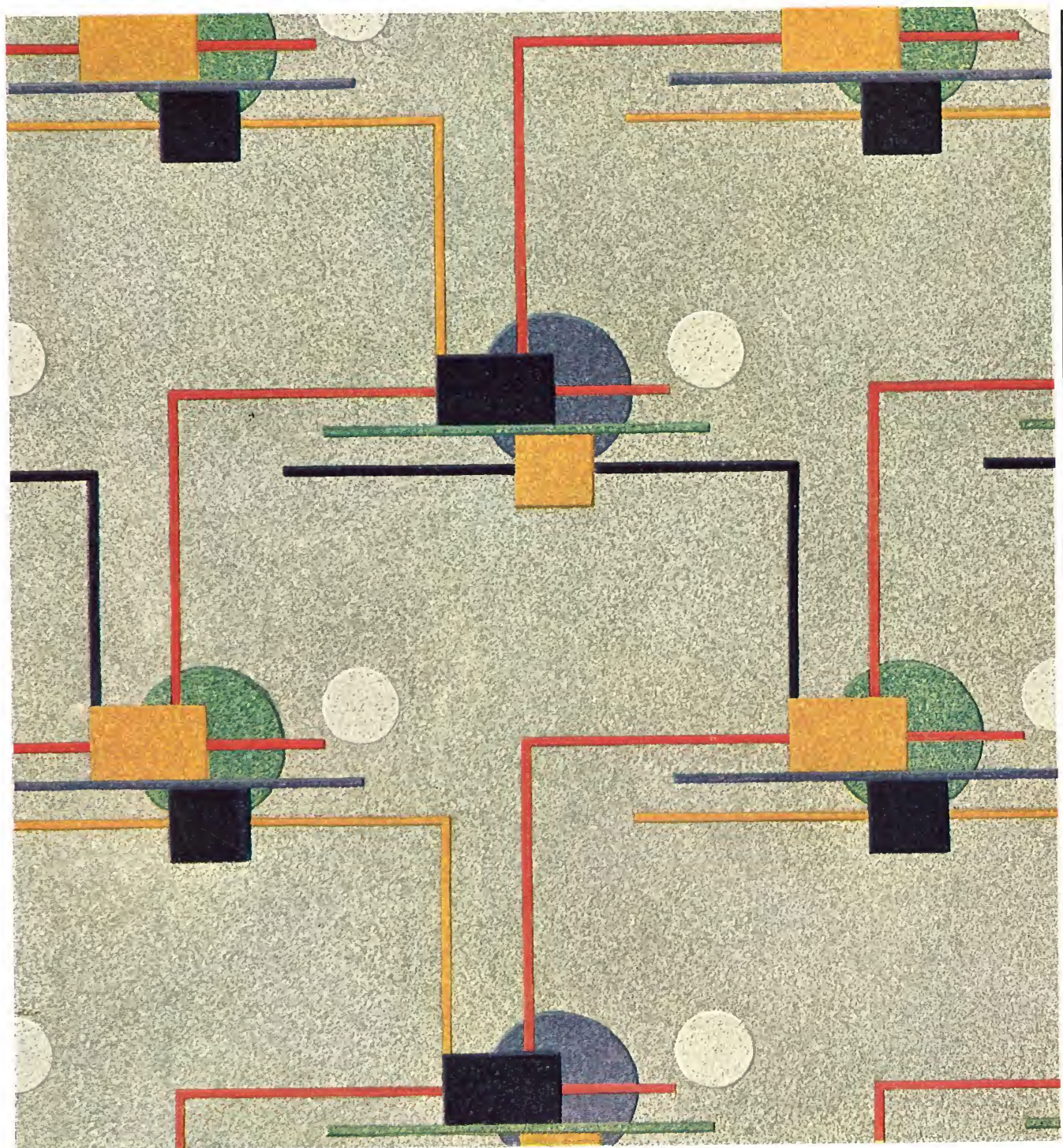
Trim.....Pale green  
with brown accent  
Curtain.....Green organdy  
with white stars  
Upholstery.....Brown leather

#### Suggested Color Scheme for Recreation Room

Border.....No. 20  
Linostrips.....Nos. 39, 45, 38, and 43  
Linowall, Full or Dado.....No. 735  
Cove and Base.....Pine wood  
Trim.....Pine

Upper Wall.....Light tan  
painted plaster  
Curtain.....Red glazed chintz  
Upholstery.....Red leather  
Rug.....Tan





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5650 Embossed Inlaid—Standard Gauge

Code Word: AIKOT

**Design**—Bound to set a new pace in style, this pattern with Multiplane Embossing employs smartly modern circular accents in combination with rectangular block accents. Note the slightly different texture of the light gray circles in the mottled blue-gray

field. High style in color, too, this popular pattern includes bright tones of scarlet, jade, light blue, gold, and dark blue. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, playrooms, stores, beauty parlors, and restaurants.

### Suggested Color Scheme for Playroom

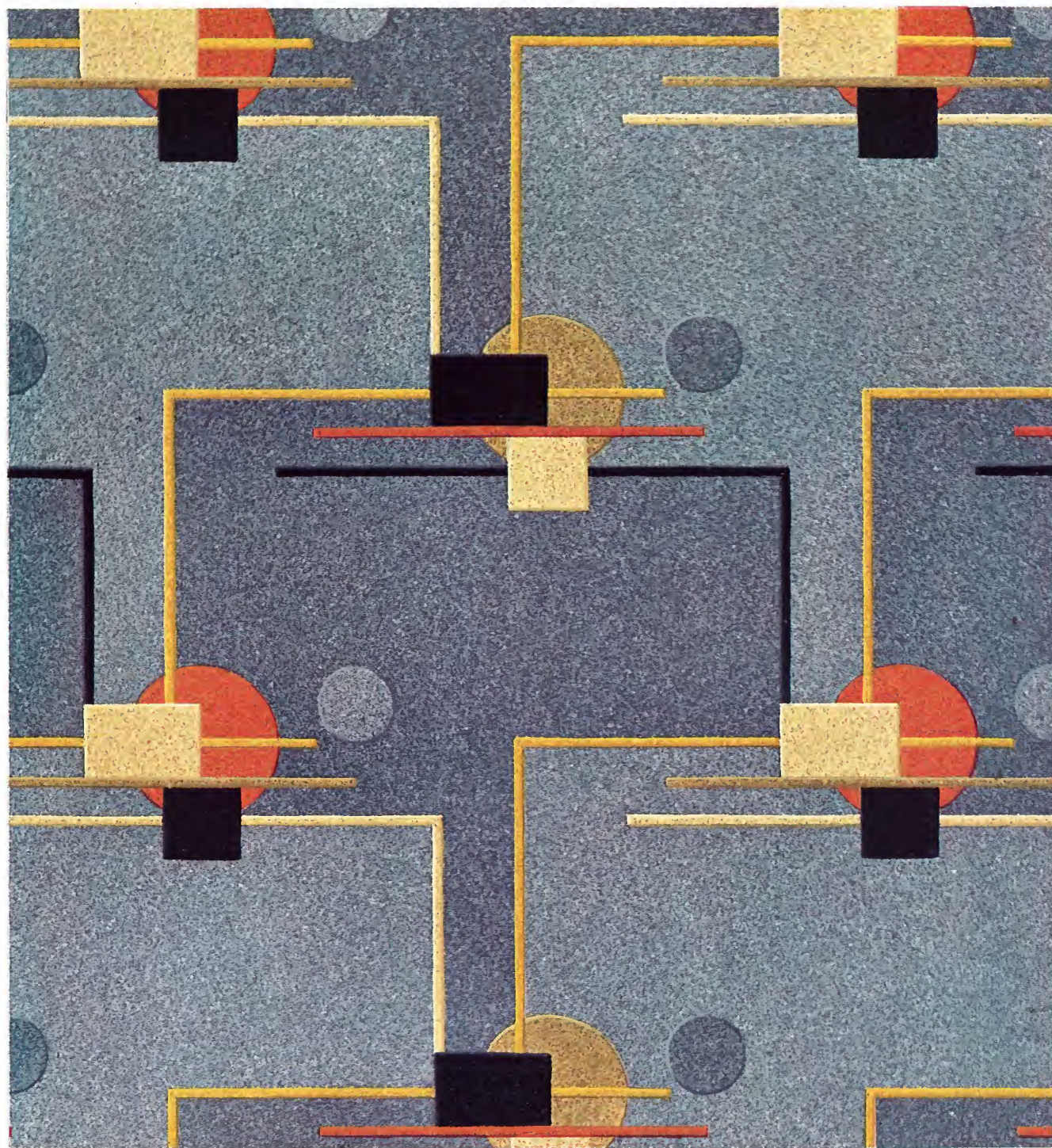
Border.....	No. 26	Upper Wall.....	Light and dark
Linostrips.....	Nos. 39 and 43		blue plaid paper
Linowall, Full or Dado.....	No. 732	Trim.....	Platinum gray; blue, red,
Cove and Base..Flash Type, No. 26			and yellow accents
Curtains.....	Blue dotted swiss	Upholstery...	Rough gray and blue

### Suggested Color Scheme for Kitchen

Border.....	No. 29	Trim.....	French gray with
Linostrips.....	Nos. 41 and 48		blue accent
Linowall, Full or Dado.....	No. 731	Upholstery.....	Blue leather
Cove and Base..Flash Type, No. 29			pipied with orange
Upper Wall.....	Painted gray	Curtain.....	Blue oiled silk



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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5651 Embossed Inlaid—Standard Gauge

Code Word: AIKPA

**Design**—A combination of two tones of mottled Bermuda blue endows this open ground pattern with a unique touch. More important still is the new Multiplane Embossing, bringing forth an intriguing play of light and shade in this style-setting pattern.

**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, nurseries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, barber shops, tourist cabins, tea rooms, coffee shops, sandwich shops, haberdasheries.

### Suggested Color Scheme for Playroom

Border.....	No. 41	Trim.....	Poudre blue with orange accent
Linostrip.....	No. 29	Curtain.....	Blue and white polka dot glazed chintz
Linowall, Full or Dado.....	No. 731	Upholstery.....	Orange rough cloth
Cove and Base.....	Flash Type, No. 41		
Upper Wall.....	Painted orange		

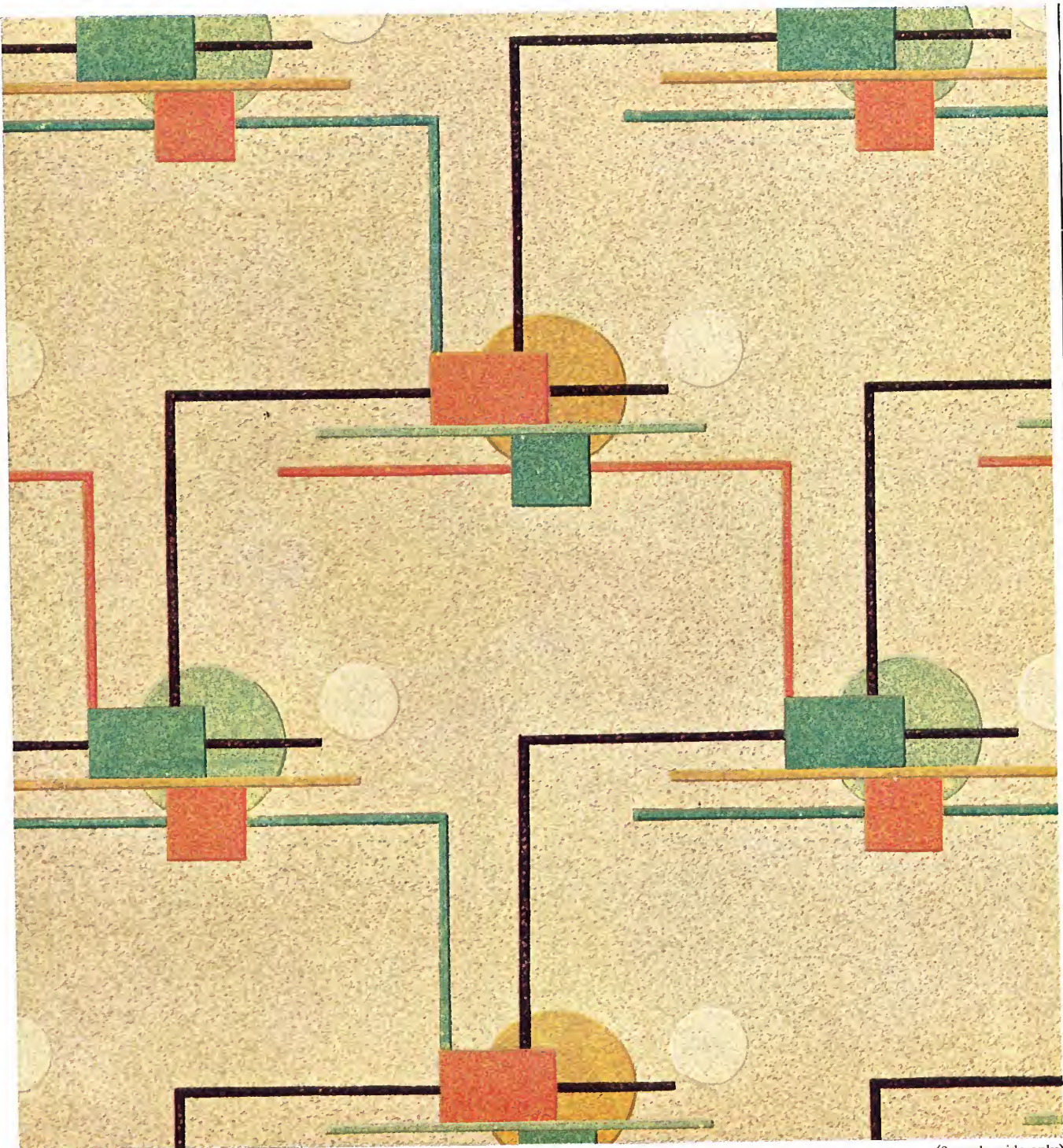
### Suggested Color Scheme for Kitchen

Border.....	No. 29	Trim.....	Blue with orange and white accents
Linostrip.....	No. 41	Curtain.....	Blue chintz with orange and white design
Linowall, Full or Dado.....	No. 750	Upholstery.....	Canary yellow leather
Cove and Base.....	Flash Type, No. 29		
Upper Wall.....	Painted canary yellow		



# ARMSTRONG'S EMBOSSED INLAID LINOLEUM—STANDARD

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5652 Embossed Inlaid—Standard Gauge

Code Word: AIKUS

**Design**—Multiplane Embossing and circular accents give this coloring a smart, modern appearance. The background is warm sandstone. The color motif is made distinctive and unusually cheerful with accents of burnt umber, orange, two shades of jade,

and gold. The circular accent insets are ivory, jade, and gold. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, restaurants, barber shops, tourist cabins, and sandwich shops.

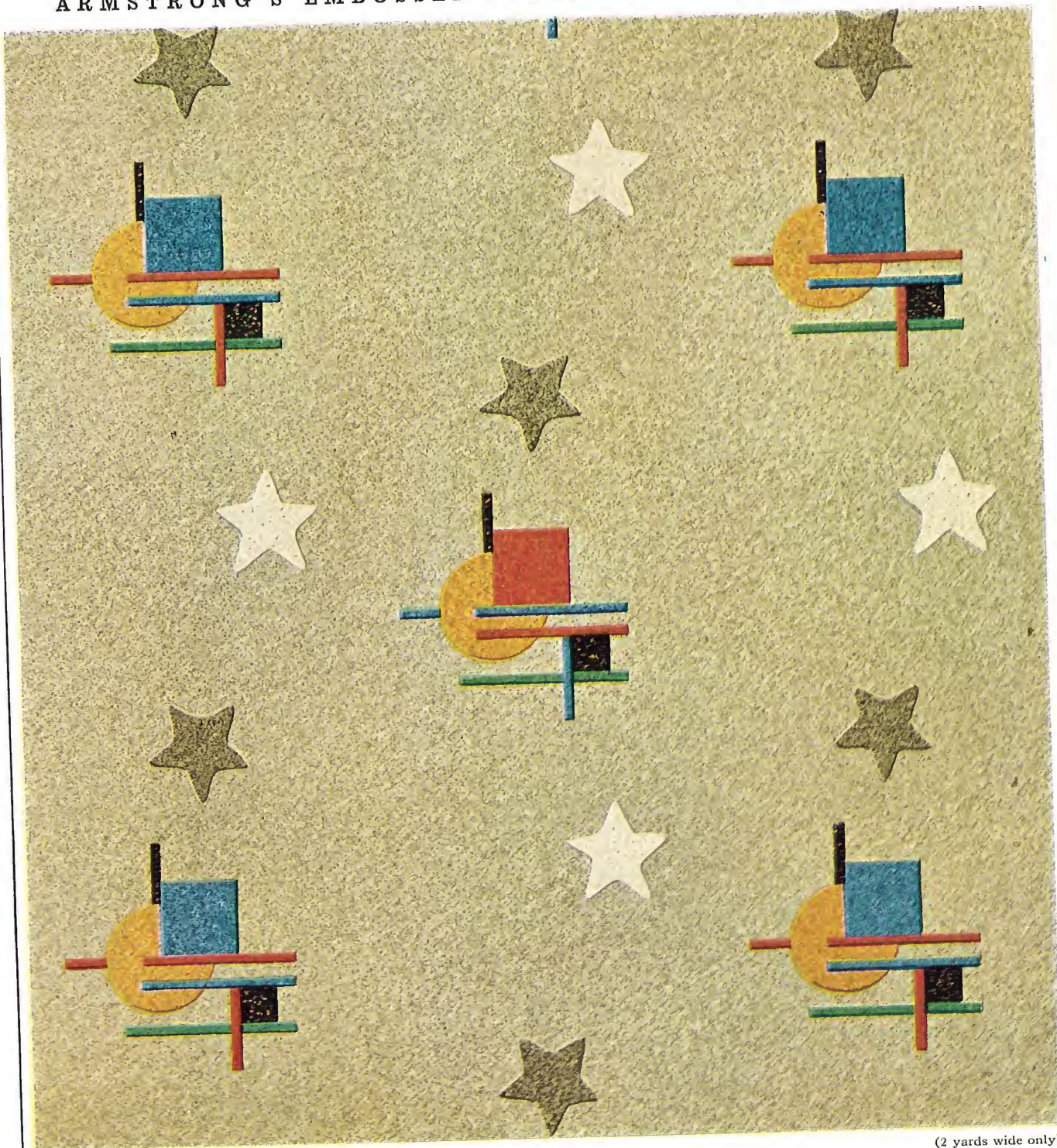
### Suggested Color Scheme for Sandwich Shop

Border.....	No. 46	Upper Wall.....	Varicolored garden design paper
Linostrips.....	Nos. 23 and 41	Upholstery.....	Green leather piped in orange
Linowall, Dado.....	No. 753	Curtain.....	Brown organdy
Cove and Base.....	Flash Type, No. 46		
Trim.....	Pale green		

### Suggested Color Scheme for Recreation Room

Border.....	No. 41	Trim..	Walnut with jade, mandarin and cream gray accents
Linostrips.....	Nos. 44 and 46	Curtain.....	Modern, heavy, off-white cotton
Linowall, Dado.....	No. 736	Upholstery..	Orange or white leather
Cove and Base.....	Walnut		
Upper Wall.....	Painted brown		





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5660 Embossed Inlaid—Standard Gauge

Code Word: AIMLD

**Design**—One of the newest 1940 decorative notes is evident here in the dark and light shaded star insets. Gold discs, blue and black blocks, and blue, red, and green accent lines stand out in pleasing contrast against a background of light, warm taupe gray.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, studies, recreation rooms, nurseries, libraries, breakfast rooms, small and large stores, rear entries, tea rooms, night clubs, show-rooms, restaurants, clubhouses, exhibits, tourist cabins, theatres.

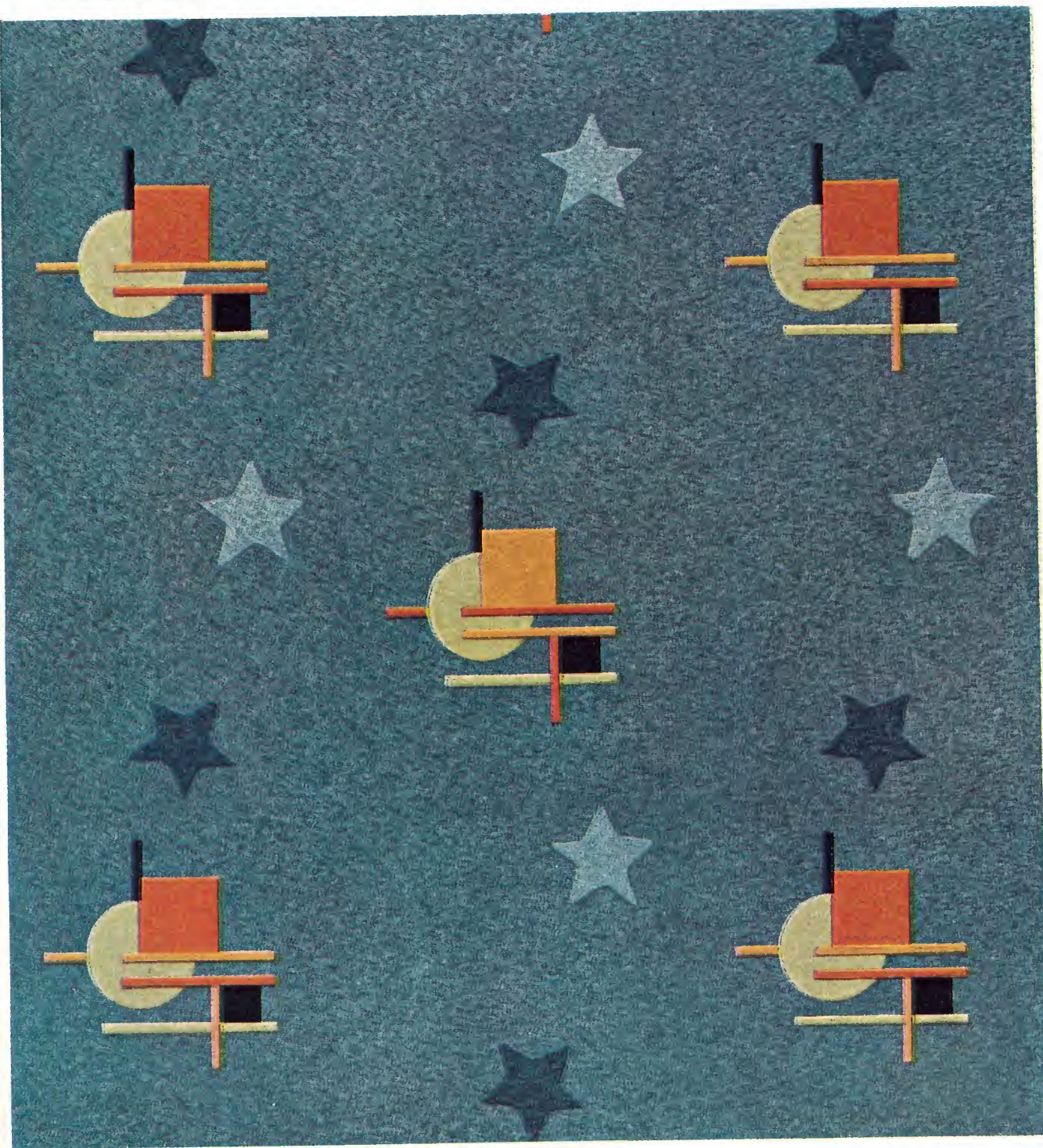
### Suggested Color Scheme for Breakfast Room

Border.....	No. 22	Upper Wall.....	Painted yellow
Linostrip.....	No. 39	Trim.....	Yellow, Chinese red accent
Linowall, Full or Dado....	No. 750	Curtain....	Red chintz, fiesta colors
Cove and Base.. Flash Type, No. 22		Upholstery.....	Same as curtain

### Suggested Color Scheme for Tea Room

Border.....	No. 29	Upper Wall.....	Medium blue
Linostrips.....	Nos. 24 and 42	Trim.....	Gray-green, blue accent
Linowall, Full or Dado....	No. 732	Curtain....	Blue, green, gray chintz
Cove and Base.. Flash Type, No. 29		Upholstery.....	Blue





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5661 Embossed Inlaid—Standard Gauge

Code Word: AIMOW

**Design**—Here are combined two completely new style notes—Bermuda blue and two-toned star insets—which give this pattern a distinction all its own. Colorful accent lines and blocks of burnt orange, ivory, gold, and black are softened by ivory discs.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, small and large stores, night clubs, showrooms, restaurants, clubhouses, schools, exhibits, hotel and apartment lobbies, and barber shops.

### Suggested Color Scheme for Night Club

Border.....	No. 43	Upper Wall.....	Paper in Victorian
Linostrip.....	No. 23	scenes and stars in	red, blue, white
Linowall, Full or Dado.....	No. 737	Curtain.....	Cotton damask in
Cove and Base.. Flash Type, No. 43			red, blue, and white
Trim.....	Old ivory	Upholstery.....	Red or blue

### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall.....	Paper in blue
Linostrip.....	No. 43		and yellow on gray
Linowall, Full or Dado.....	No. 731	Curtain.....	Blue dotted
Cove and Base.. Flash Type, No. 27			organdy
Trim.....	Gray	Upholstery.....	Blue





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5662 Embossed Inlaid—Standard Gauge

Code Word: AIMRC

**Design**—This pattern with its mottled sandstone field provides a feeling of warmth and coziness. Accents of blue, burnt orange, jade, and umber inject more good cheer. Note stars in dark and light shades. Extremely decorative, they add a custom effect.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, show-rooms, restaurants, clubhouses, barber shops, tourist cabins.

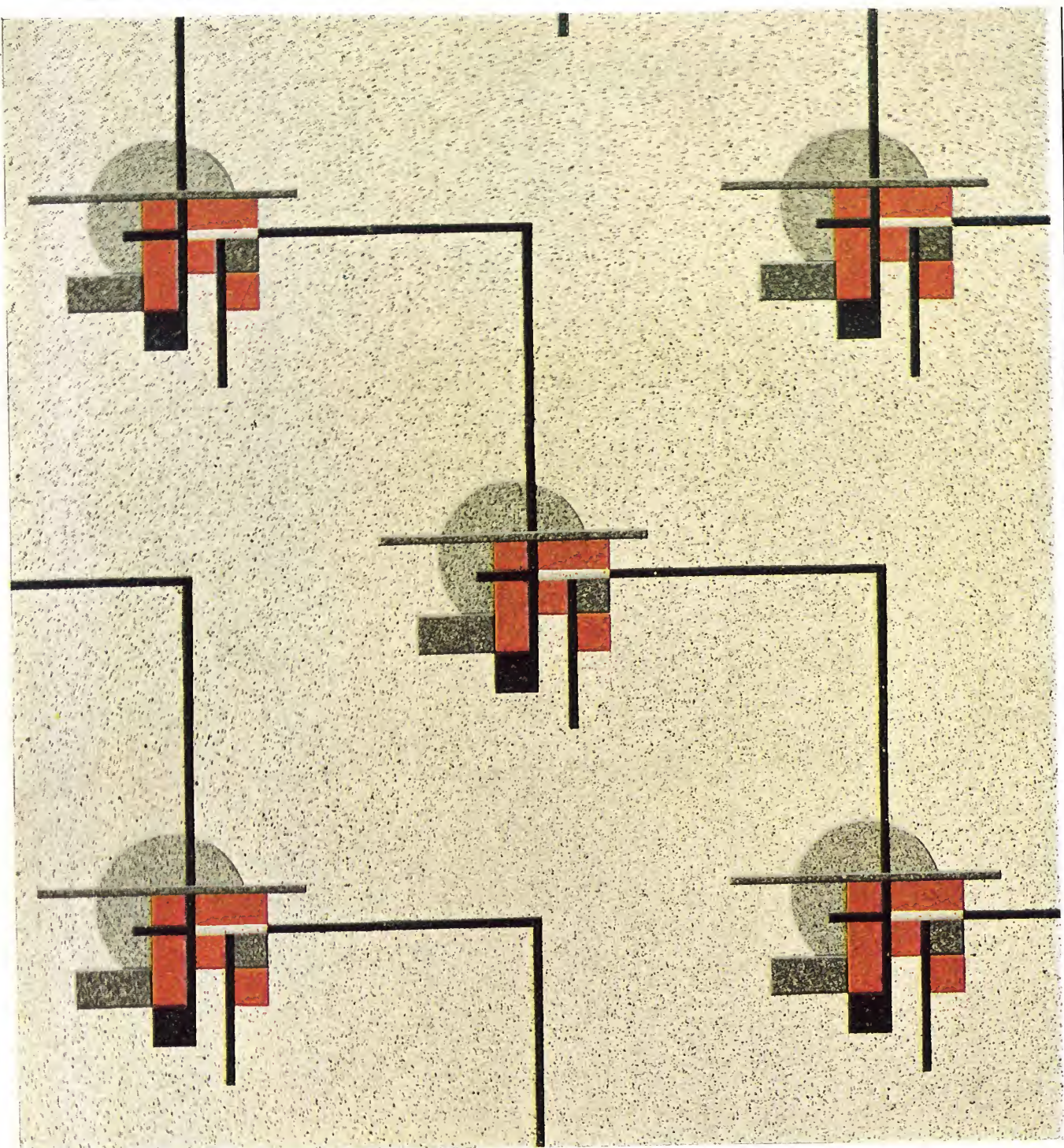
#### Suggested Color Scheme for Library

Border.....	No. 45	Upper Wall.....	Ship design
Linostrip.....	No. 43		paper in brown on yellow
Linowall, Full or Dado.....	No. 735	Curtain.....	Brown chintz,
Cove and Base.....	Flash Type, No. 45		blue border
Trim.....	Pine, blue accent	Upholstery.....	Blue

#### Suggested Color Scheme for Barber Shop

Border.....	No. 20	Upper Wall.....	Bamboo design
Linostrip.....	No. 42		paper, honey color
Linowall, Full or Dado.....	No. 737	Curtain.....	Cotton in
Cove and Base.....	Flash Type, No. 20		peasant print
Trim.....	Cream, jade accent	Upholstery.....	Green or brown





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 5670 Embossed Inlaid—Standard Gauge

Code Word: AIMS N

**Design**—In this new open ground overlay design, gray discs, red blocks, and a tracery of black have as their setting a salt and pepper field. Note the unusual grouping of circular and block accents. The design is fine for either homes or business houses.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, studies, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, showrooms, restaurants, clubhouses, exhibits, hotel and apartment lobbies, barber shops, powder rooms.

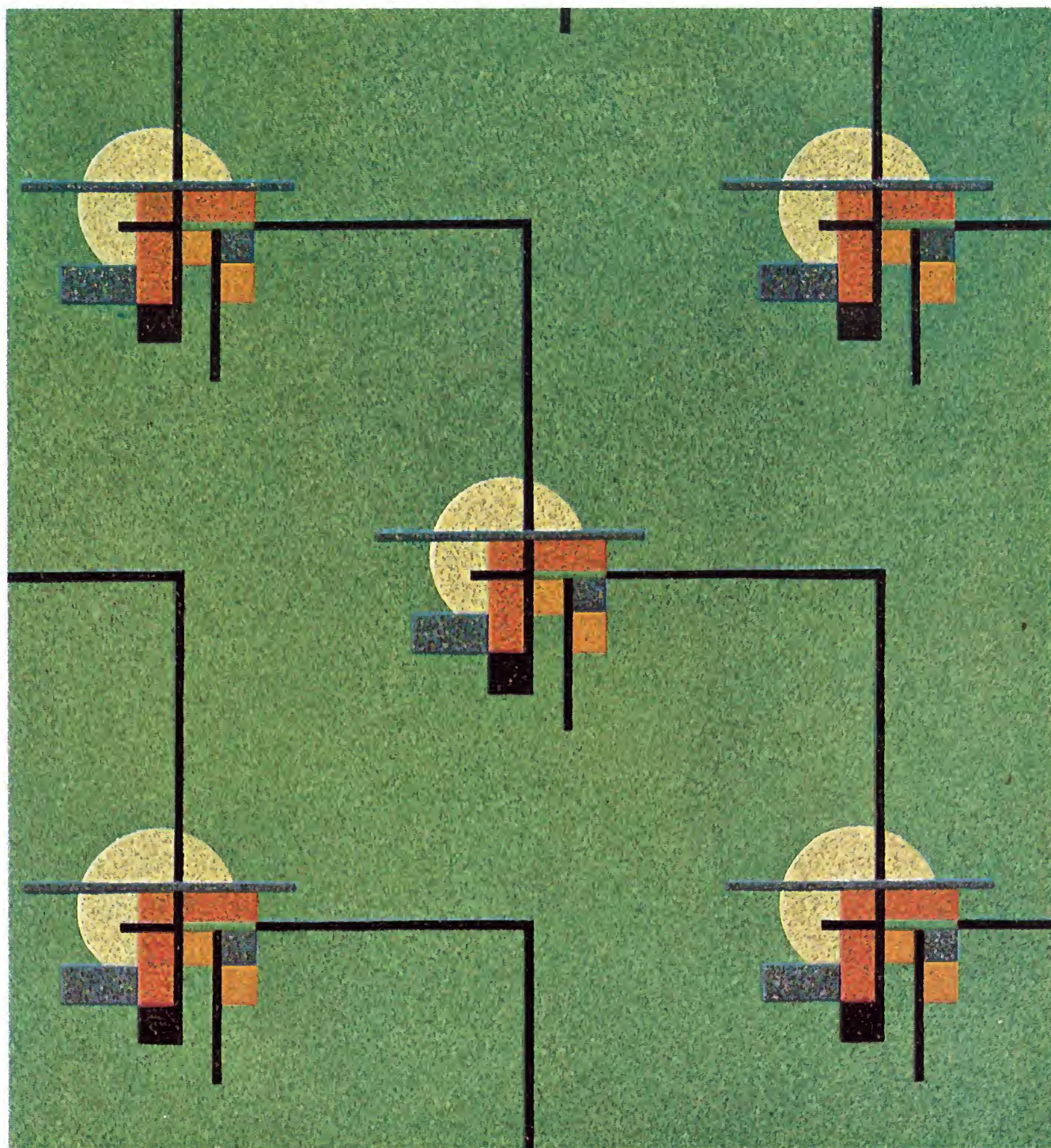
### Suggested Color Scheme for Powder Room

Border.....	No. 27	Upper Wall.....	Large flowered
Linostrips.....	Nos. 26 and 24		paper in Chinese red, green,
Linowall, Full or Dado.....	No. 732		and gray on black
Cove and Base.....	Flash Type, No. 27	Curtain.....	Gray satin
Trim.....	Black enamel, gray accent	Upholstery.....	Same as curtain

### Suggested Color Scheme for Candy Shop

Border.....	No. 39	Trim.....	Ivory, red and
Linostrip.....	No. 24		black accent
Linowall, Dado.....	No. 752	Curtain.....	Red and white
Cove and Base.....	Flash Type, No. 39		check oiled silk
Upper Wall.....	Painted ivory	Upholstery.....	Red





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 5671 Embossed Inlaid—Standard Gauge

Code Word: AIMVO

**Design**—Here the new bronze green forms a pleasing background for an array of striking colors. Burnt orange, blue, red, and black accents have been cleverly arranged to avoid any hint of monotony. Sandstone discs and gray and black overlay lines provide

added interest. Quite suitable for both large and small areas. **Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, small stores, restaurants, tea rooms, barber shops, tourist cabins.

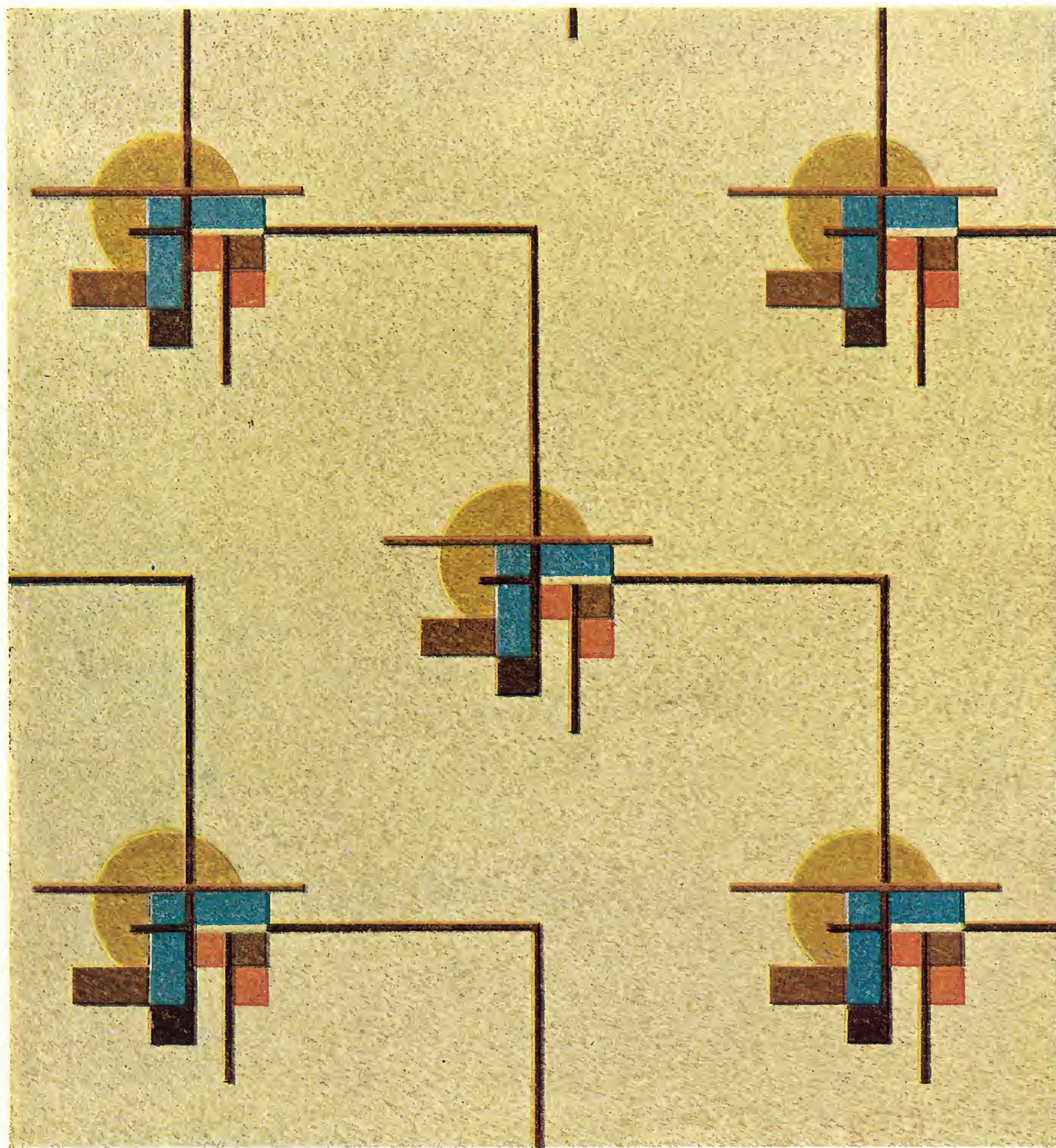
#### Suggested Color Scheme for Tea Room

Border.....	No. 21	Upper Wall...Fruit design paper—
Linostrip.....	No. 45	rose and green on white
Linowall, Full or Dado.....	No. 735	Trim.....Pine
Cove and Base..Flash Type, No. 21		Curtain....Green theatrical gauze
		Upholstery.....Green

#### Suggested Color Scheme for Bathroom

Border.....	No. 42	Upper Wall.....Paper with
Linowall, Full or Dado.....	No. 737	green and white coin
Cove and Base..Flash Type, No. 42		dots on green
Trim.....	Ivory	Upholstery.....White
Curtain.....	White dotted oiled silk	





(Approximately 1/4 actual size)

(2 yards wide only)

**No. 5672 Embossed Inlaid—Standard Gauge**

Code Word: AIMWE

**Design**—This open ground pattern with its setback diagonal effects glows with an appealing smartness. The sandstone field makes a rich background for the red, blue, and brown accent blocks. The curved line of the gold discs adds softness and grace.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, night clubs, restaurants, clubhouses, tourist cabins, showrooms, barber shops.

**Suggested Color Scheme for Restaurant**

Border.....	No. 20	Upper Wall..	Hunting scenes paper
Linostrip.....	No. 41	Trim.....	Walnut, orange accent
Linowall, Dado.....	No. 736	Curtain.....	Rough textured fabric
Cove and Base..	Flash Type, No. 20	Upholstery.....	Orange

**Suggested Color Scheme for Sun Porch**

Border.....	No. 20	Upper Wall.....	Light blue
Linostrip.....	No. 29	Trim.....	Pine, blue accent
Linowall, Full or Dado.....	No. 735	Curtain.....	Flowered chintz
Cove and Base..	Flash Type, No. 20	Upholstery.....	Blue or tan





**STANDARD STRAIGHT LINE—LOWEST PRICED INLAID LINOLEUM—  
OFFERS COMBINATION OF STYLE, BEAUTY, AND DURABILITY**

Comparing favorably with heavier-gauged patterns from the standpoint of excellence of design and richness of coloring, Standard Straight Line has the added advantage of being the lowest priced type of Armstrong's Inlaid Linoleum. This feature is important where building or remodeling budgets are limited, since it permits economy without sacrifice of beauty.

Because the colors are inlaid, the design is more durable than in Printed linoleum, although the cost is only slightly higher. This line contains an assortment of design effects and colorings that provides a suitable flooring for almost any residential or commercial area.

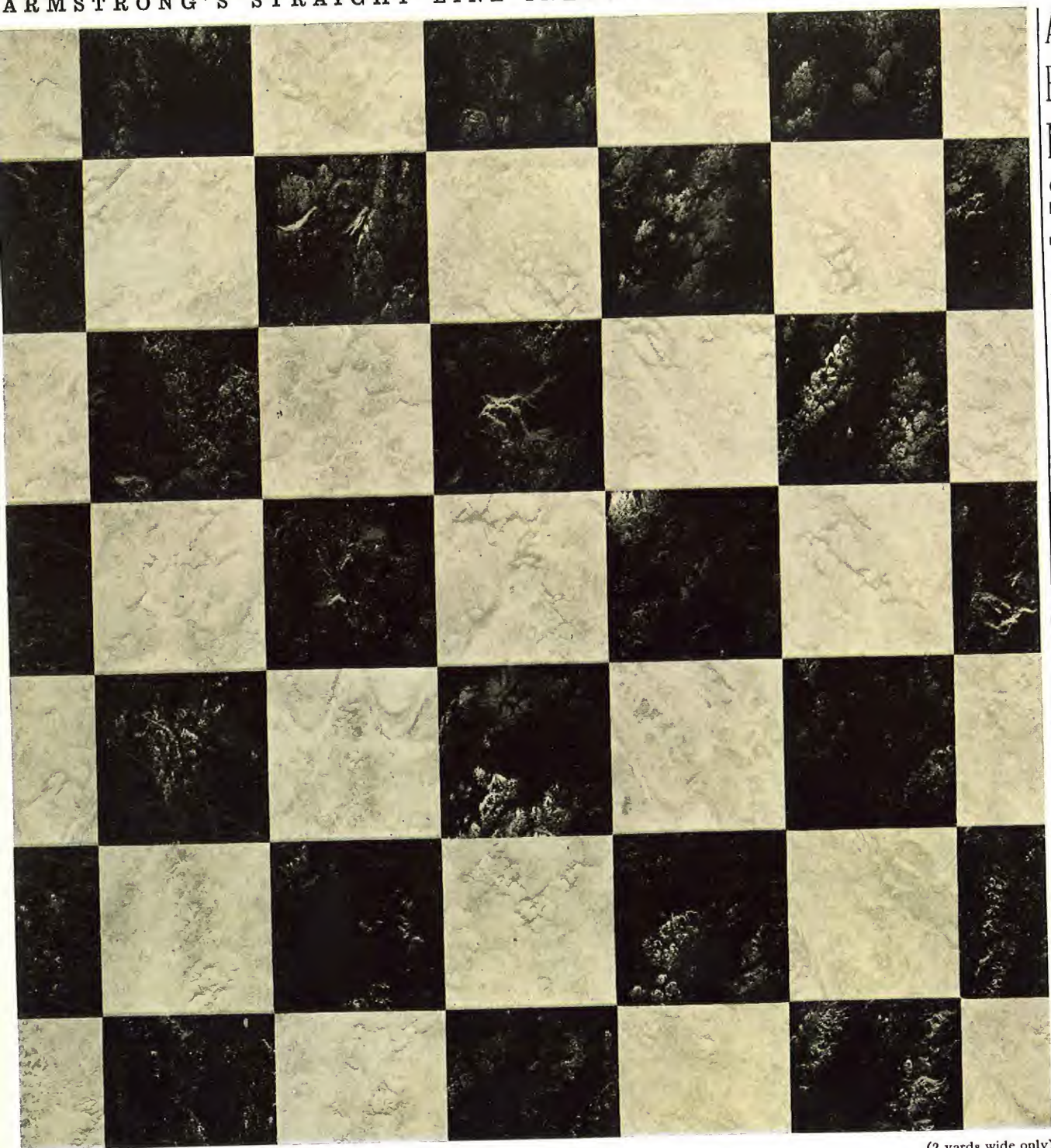
For example, many stores or offices have need for a marbleized tile effect at less cost than Marbelle cut into blocks. In this line, this need is met by No. 0427, which consists of allover marble blocks with the grain- ing alternating for greater interest.

Another handsome Standard Straight Line pattern is shown "in action" above. Here, in No. 0375, the network of overlay lines ties together the three main areas of the kitchen, which also serves as a darkroom, sewing-room, laundry, and art studio. The wall is No. 706 Linowall with an oriental blue Lino-strip at the ceiling and Flash Type Cove and Base at the floor.



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

ARMSTRONG'S



(Size of Blocks—4½" x 4½")

(2 yards wide only)

## No. 0286 Straight Line Inlaid—Standard Gauge

Code Word: DSICAVU

**Design**—In certain rooms, nothing is more desirable than a simple black and white block pattern. Where this is the case, No. 0286 provides a floor of considerable interest, due to the fact that the black and white units are marbled rather than solid colors.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, hospitals, schools, barber shops.

### Suggested Color Scheme for Entrance Hall

Border.....	No. 27	Trim.....	White
Cove and Base, Flash Type, No. 27		Curtain.....	Gray and pink
Wall.....	Chinese design paper in green, pink, white	Rug.....	Green

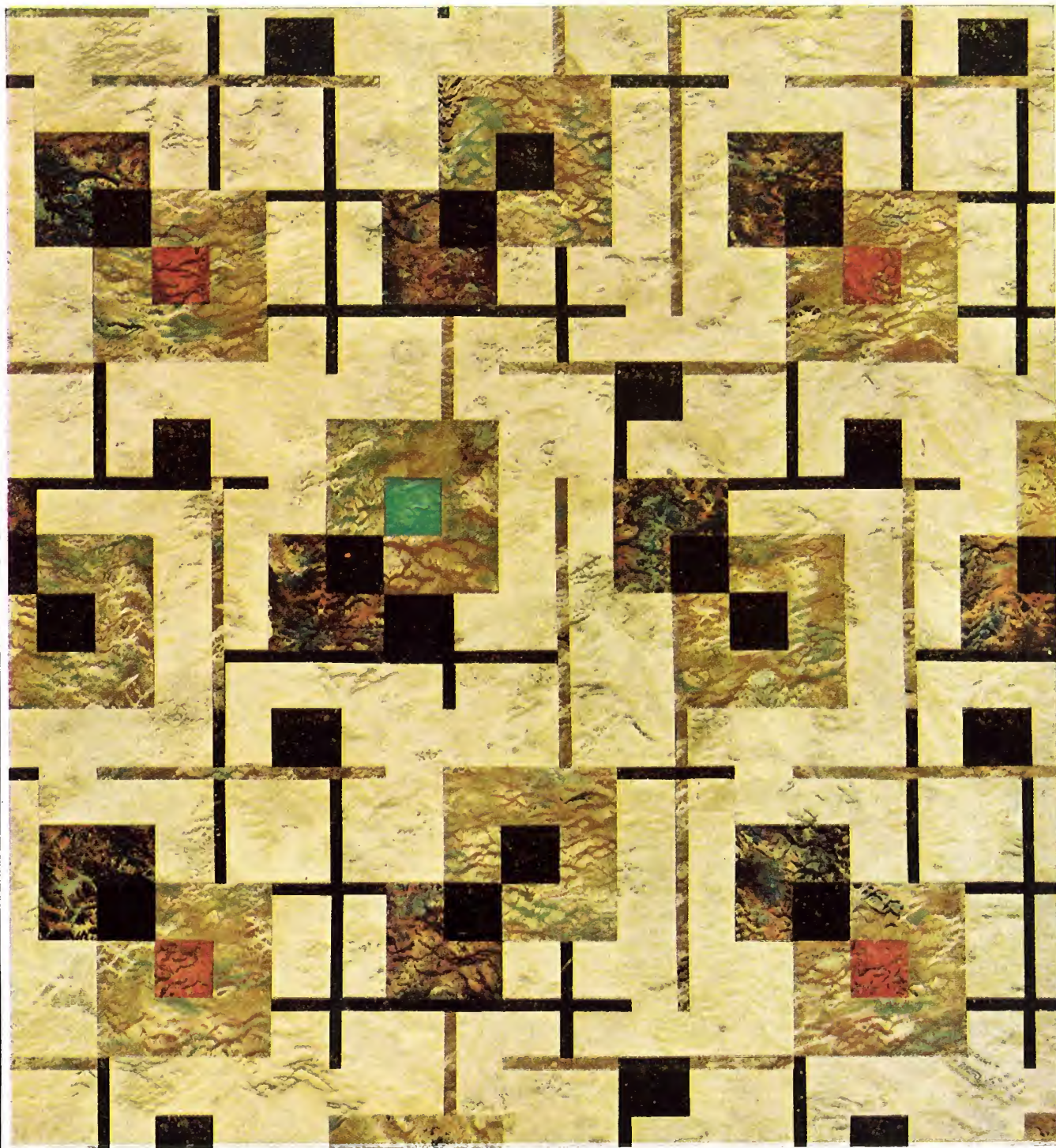
### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall.....	Paper in yellow, silver, white
Lino-strip.....	No. 48	Trim.....	Yellow, black, and silver
Linowall, Dado.....	No. 734	Curtain.....	White, cellophane stripe
Cove and Base, Flash Type, No. 27		Rug.....	Yellow



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 0356—Straight Line Inlaid—Standard Gauge

Code Word: DSBON

**Design**—Small squares of olive green, red, and nubian accent an iridescent brown block in colors as rich as stained glass. The marbled squares, the overshoot interliners, and the extra accent

colors make this pattern exceptionally bright and cheerful. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, beauty parlors, barber shops, restaurants, sun porches.

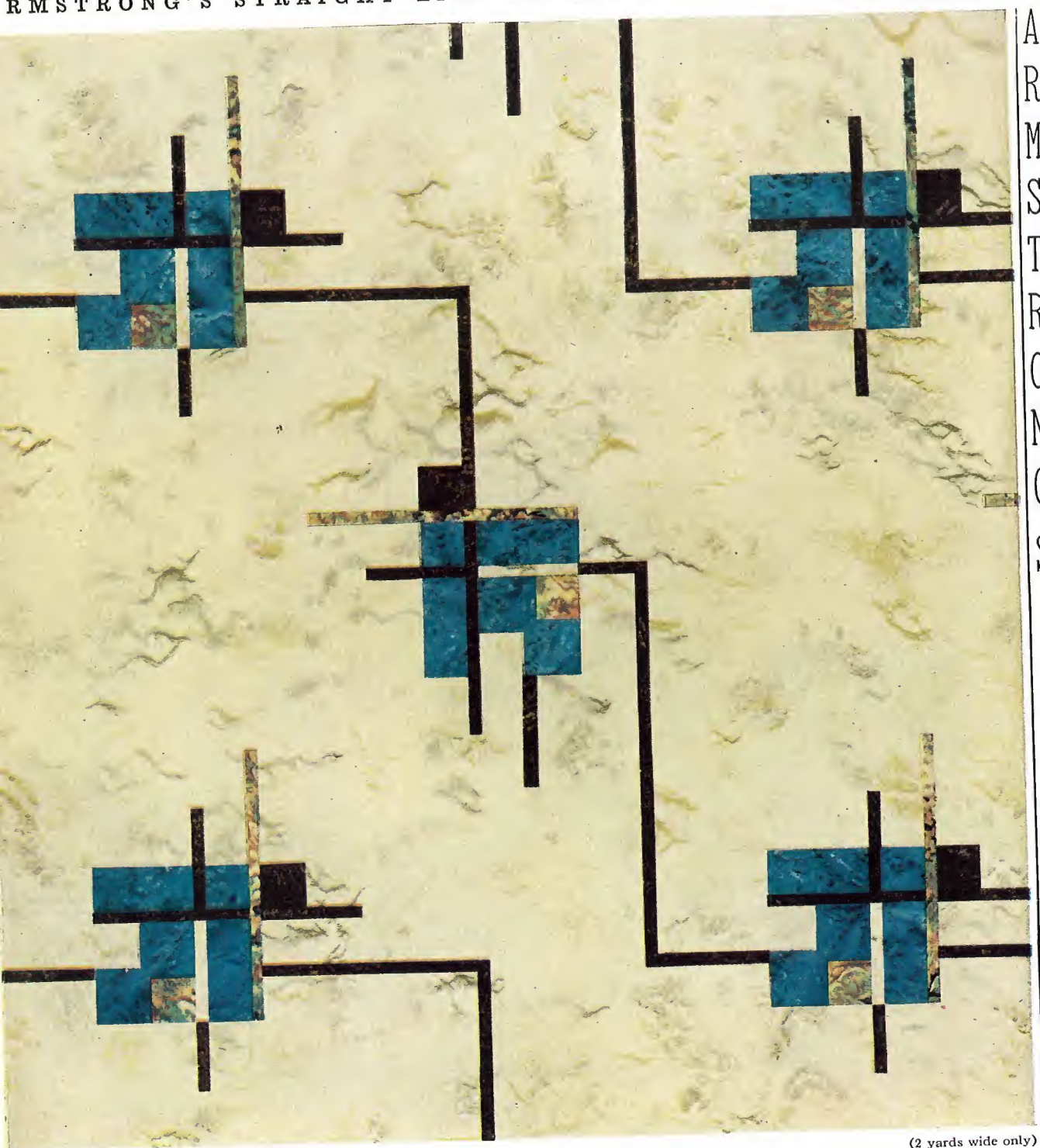
### Suggested Color Scheme for Bathroom

Border.....	No. 27	Upper Wall..	Green and silver paper
Linostrip.....	No. 33	Trim.....	Ivory-white and silver
Linowall, Full or Dado...	No. 737	Curtain.....	Gold and silver plaid
Cove and Base..Flash Type, No. 27			oiled silk

### Suggested Color Scheme for Kitchen

Border.....	No. 27	Upper Wall.....	Cream paper
Linostrip.....	No. 23	Trim.....	Ivory-white, green, and rose
Linowall, Full or Dado...	No. 702	Curtain.....	Flowered oiled silk
Cove and Base..Flash Type, No. 27			





(2 yards wide only)

# No. 0375 Straight Line Inlaid—Standard Gauge

Code Word: DSFAT

**Design**—Here is another of the popular open ground overlay designs. This time the accent color is blue, the style leader of the year. The tan, black, or jewel colors may also be repeated in the walls, trim, and furnishings of a room in the development of a

great variety of charming and attractive decorative schemes.  
**Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops, sandwich shops, tea rooms, grocery stores, coffee shops, laundries, cabins.

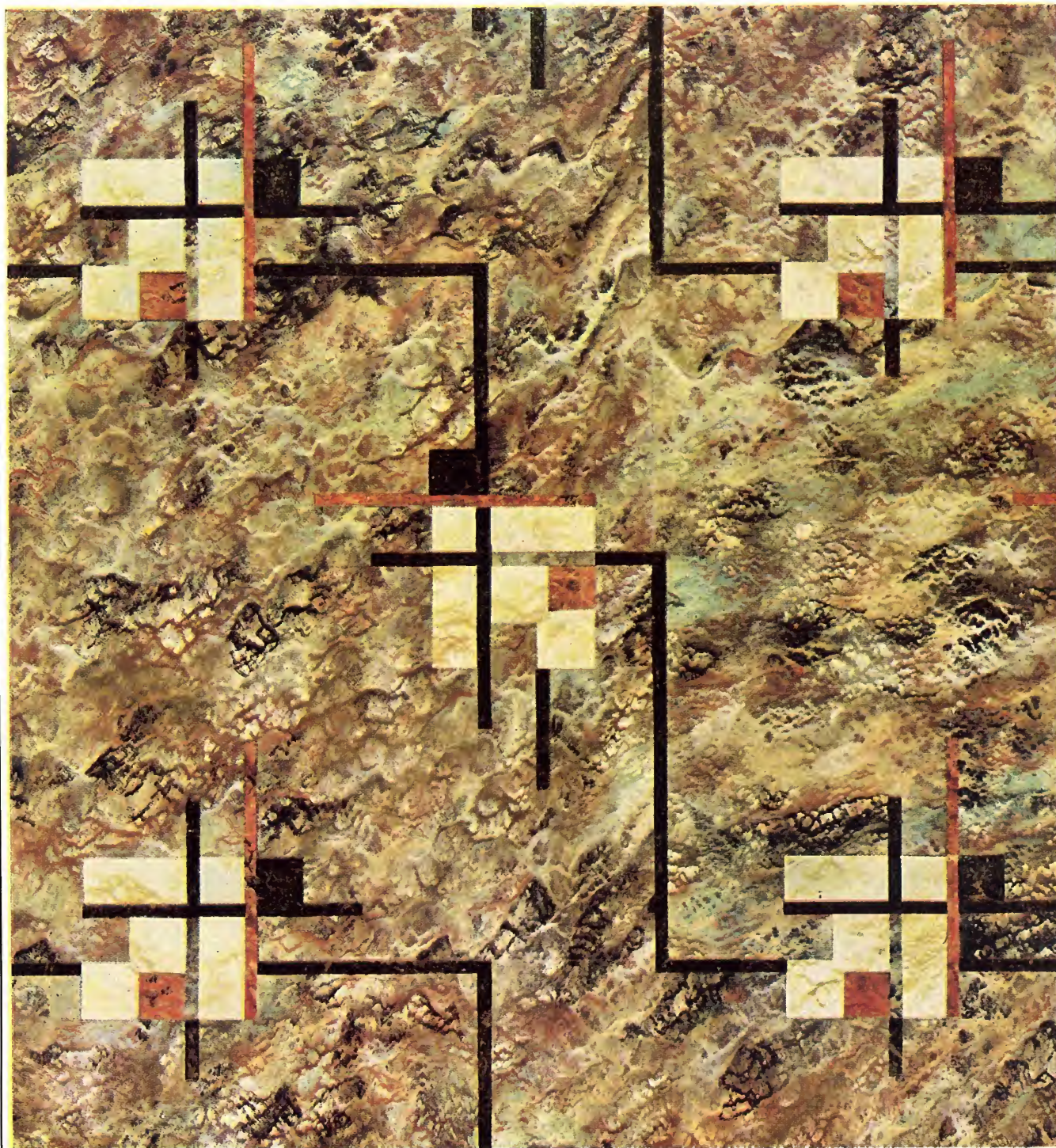
## Suggested Color Scheme for Lavatory

Border.....	No. 45	Upper Wall....	Blue paper with tan, peach, and white design
Linostrip.....	No. 43	Trim.....	Taupe
Lino wall, Full or Dado.....	No. 706	Curtain.....	Pale peach oiled silk
Cove and Base..Flash Type, No. 45			

## Suggested Color Scheme for Sandwich Shop

Border.....	No. 27	Upper Wall.....	Painted blue
Lino strip.....	No. 43	Trim.....	White with dark blue stripe
Lino wall, Full or Dado.....	No. 711	Curtain.....	White dotted swiss with blue dots
Cove and Base..Flash Type, No. 27			





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0376 Straight Line Inlaid—Standard Gauge

Code Word: DSFEY

**Design**—Shades of brown and rose give warmth to the deeply marbled field which predominates this open ground overlay design. Mandarin red, cream, fawn, and black serve as secondary highlights and give cues to many attractive color combinations.

**Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, hotel and apartment lobbies, barber shops, airport terminals, tourist cabins, showrooms, haberdasheries.

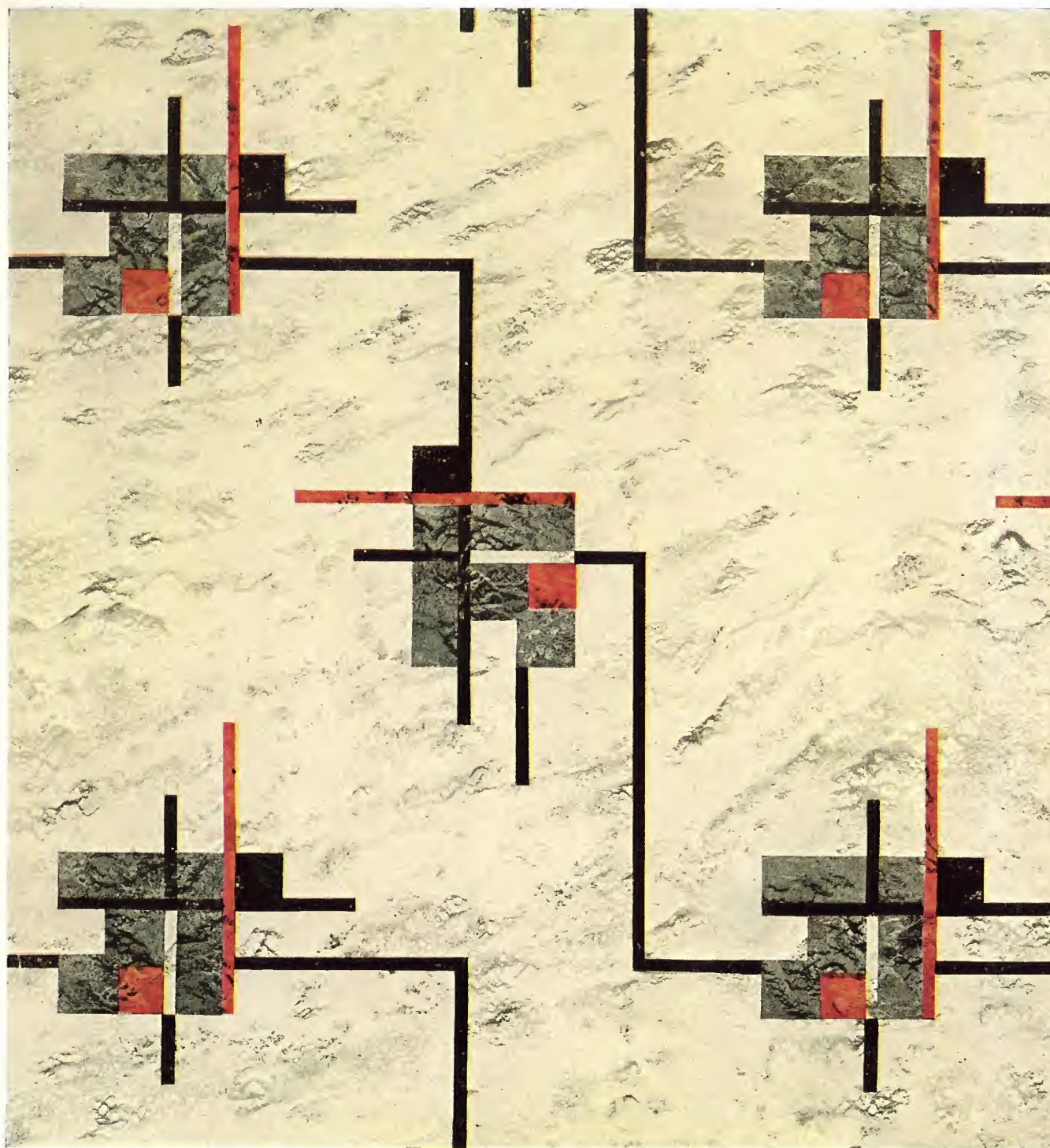
#### Suggested Color Scheme for Haberdashery

Border.....	No. 25	Curtain.....	Herringbone heavy
Linowall, Full or Dado.....	No. 702		textured fabric in terra cotta
Cove and Base...Flash Type, No. 25		Upholstery.....	Tan
Trim .....	Taupe	Upper Wall...	Modern design paper

#### Suggested Color Scheme for Beauty Shop

Border.....	No. 27	Trim.....	Peach with rose and
Linostrips.....	Nos. 38 and 23		black accent
Cove and Base...Flash Type, No. 27		Curtain.....	Rose-colored oiled silk
Wall.....	Peach walls, black ceiling	Upholstery.....	Black





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 0377 Straight Line Inlaid—Standard Gauge

Code Word: DSFID

**Design**—Thoroughly in tune with today's vogue for combinations of black, white, and red, this conservative pattern employs unusual perspective in its design. This, together with the subdued con-

trast tones of coral and gray, helps make small rooms seem larger. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals.

### Suggested Color Scheme for Dress Shop

Border.....	No. 27	Trim.....	Platinum
Linostrips.....	Nos. 26 and 39	Curtain.....	Black and red damask
Linowall, Full or Dado.....	No. 732	Upholstery.....	Red or gray leather
Cove and Base.....	Flash Type, No. 27	Rug.....	Gray broadloom
Upper Wall.....	Chinese red		

### Suggested Color Scheme for Drug Store

Border.....	No. 27	Upper Wall.....	Cream gray
Linostrips.....	Nos. 23 and 24	Trim.....	Cream gray—black accent
Linowall, Full or Dado.....	No. 703	Curtain.....	Off-white mohair
Cove and Base.....	Flash Type, No. 27	Upholstery.....	Black leather





(Size of Blocks—9" x 9")

(2 yards wide only)

### No. 0382 Straight Line Inlaid—Standard Gauge

Code Word: DSOMAOD

**Design**—This warm, subdued pattern is both practical from the standpoint of concealing footprints and tracked-in dirt, and serviceable because it can be used to advantage in an unusually wide range of room types. Typical decorative schemes repeat the peach, red, brown, or cream highlights of the floor in other furnishings.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, night clubs, showrooms, restaurants, radio stations, club-houses, hospitals, exhibits, barber shops, airport terminals.

#### Suggested Color Scheme for Dining-room

Border.....	No. 25	Upper Wall...Classic modern paper
Linostrip.....	No. 23	in rust, taupe, and white
Linowall, Full or Dado.....	No. 735	Curtain...Rust ribbed cotton velvet
Base.....	Wood	Upholstery.....Same as drapery
Trim.....	Pine	Rug.....Taupe

#### Suggested Color Scheme for Lavatory

Border.....	No. 24	Upper Wall.....Gray, peach, and
Linostrip.....	No. 49	white wave paper
Linowall, Full or Dado.....	No. 710	Trim.....Peach
Cove and Base.....Flash Type,	No. 24	Curtain.....Peach net
		Rug.....Peach chenille



# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 0408 Straight Line Inlaid—Standard Gauge

Code Word: DSAZA

**Design**—Burnt umber and green connecting bands give added zest to this modern design of large and small blocks on a marbled sun tan ground. The pattern is a deservedly popular one, for it

helps to make small or poorly lighted rooms more cheerful. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, barbershops, laundries, showrooms, coffeeshops.

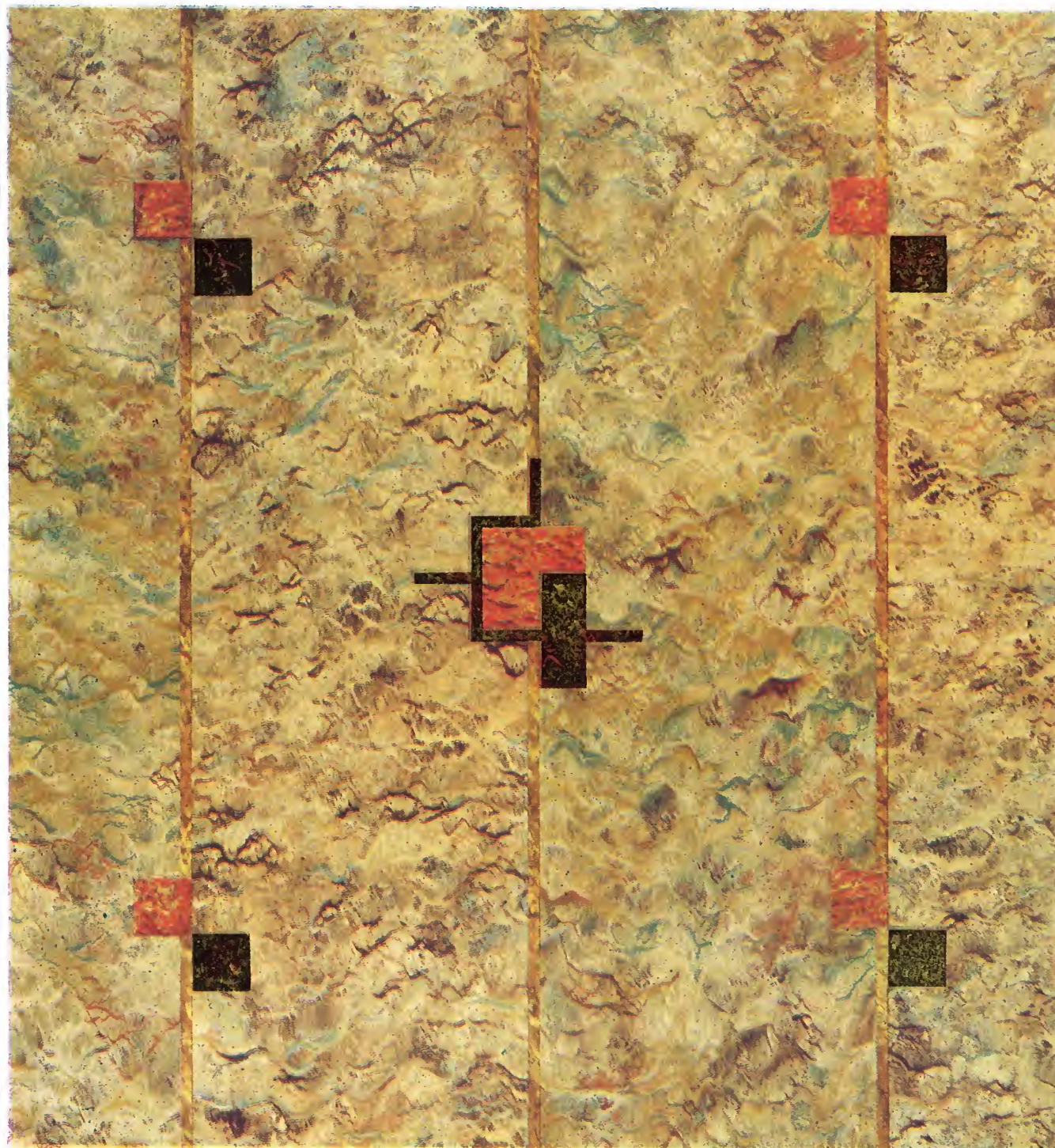
### Suggested Color Scheme for Bathroom

Border.....	No. 46	Trim.....	Taupe
Linostrip.....	No. 28	Curtain.....	Peach net with embroidered white dot
Linowall, Full or Dado.....	No. 706	Upholstery.....	Peach
Cove and Base..Flash Type, No. 46		Rug.....	Peach
Upper Wall.....	Painted tan		

### Suggested Color Scheme for Breakfast Room

Border.....	No. 27	Trim.....	White with green and orange accent
Linostrips.....	Nos. 42 and 41	Upper Wall.....	Paper in silver, orange, and green
Linowall, Full or Dado.....	No. 735	Upholstery.....	Green
Cove and Base..Flash Type, No. 27			
Curtain.....	Green oiled silk		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0415 Straight Line Inlaid—Standard Gauge

Code Word: DSDAW

**Design**—This new design effect consists of long parallel bands in alternating tones of marbled material. Dark salmon, the dominating color of the inset-type accent blocks, is picked up in the general tone of the marbled areas. The narrow bands of gold

Marbelle between the sections resemble Linostrips and further increase the custom-designed directional feeling of the entire pattern. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, restaurants, and barber shops.

#### Suggested Color Scheme for Sun Porch

Border.....	No. 033	Curtain.....	Glazed chintz, green
Linowall, Full or Dado.....	No. 738		palm leaves and black and
Cove and Base, Flash Type, No. 033			white zebras on brown ground
Trim.....	Brown	Upholstery.....	Green

#### Suggested Color Scheme for Bathroom

Border.....	No. 033	Upper Wall.....	Tangerine paper
Linowall, Dado.....	No. 736		with peach plaid
Cove and Base.....	Wood to	Trim.....	To match No. 736
	match No. 736	Curtain.....	Peach organdy





ARMSTRONG'S

(Size of Blocks—9" x 9")

(2 yards wide only)

### No. 0427 Straight Line Inlaid—Standard Gauge

Code Word: DSECN

**Design**—Here in this bright marbled pattern, 9" blocks—in a dominant tone of peach—have been contrasted with squares in an appealing shade of the new blue green. Highlights of nasturtium, employed prominently in the peach blocks, are repeated in

the contrasting squares to create an effect of unity and harmony.  
**Where to Use**—Kitchens, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, offices, show-rooms, restaurants, exhibits, barber shops, and tourist cabins.

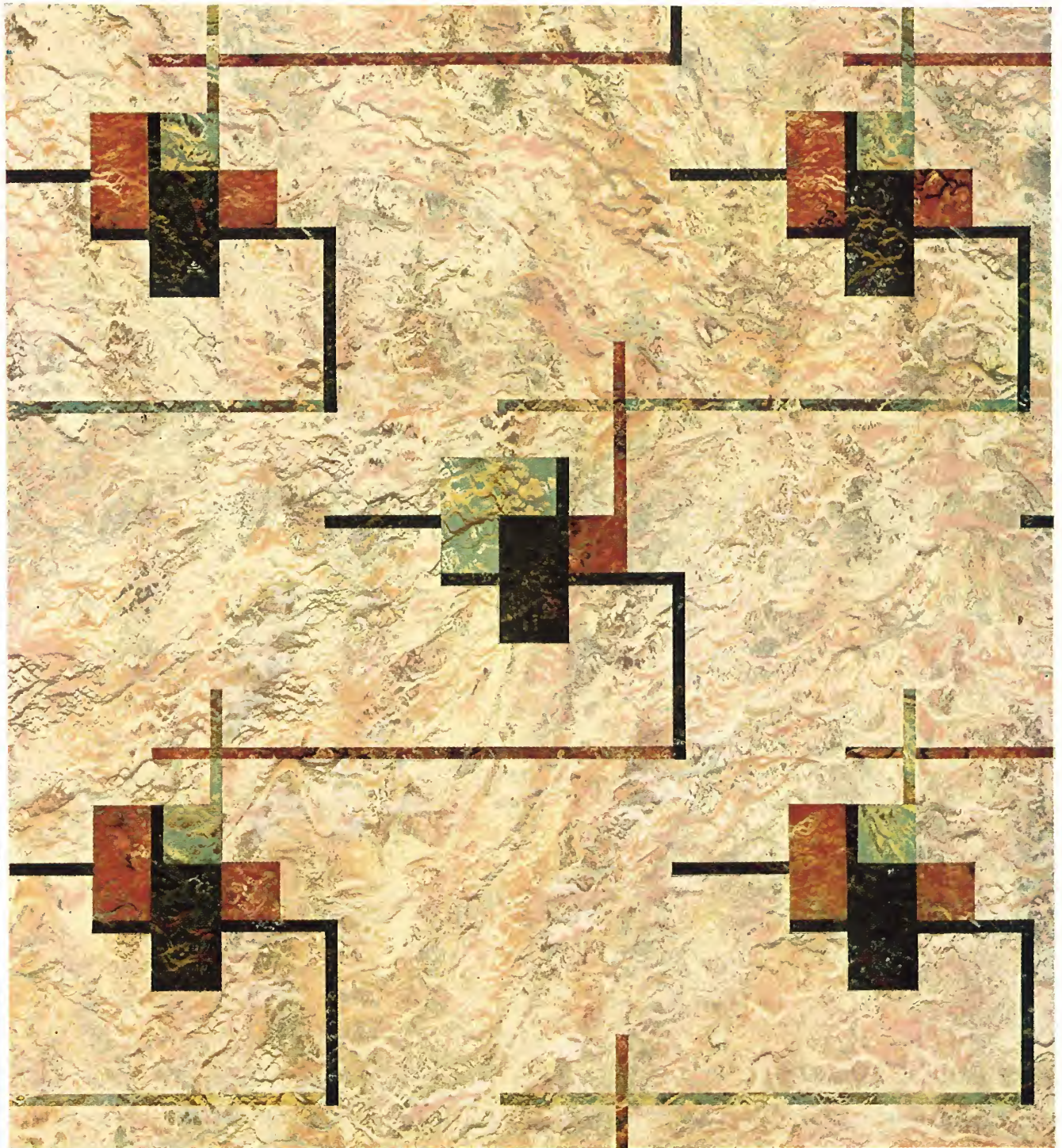
#### Suggested Color Scheme for Breakfast Room

Border.....	No. 42	Upper Wall..	Modern paper in gray,
Linostrips.....	Nos. 22 and 49		coral, and green
Linowall, Full or Dado.....	No. 732	Trim.....	Cream gray
Cove and Base...Flash Type, No. 42		Curtain.....	Green silk
		Upholstery.....	Green

#### Suggested Color Scheme for Sun Porch

Border.....	No. 46	Trim.....	Milan green
Linostrips.....	No. 44	Curtain.....	Linen in green
Linowall, Full.....	No. 700		and coral
Cove and Base..Flash Type, No. 46		Upholstery.....	Coral or green
Ceiling.....	Coral		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0435 Straight Line Inlaid—Standard Gauge

Code Word: DSEDO

**Design**—This small detail design impressed on an open ground field seems to add spaciousness to kitchens, pantries, and other small rooms. The color scheme combines a field of this season's

popular peach shade with accents of russet, light jade, and black. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, stores, restaurants, tea rooms, and barber shops.

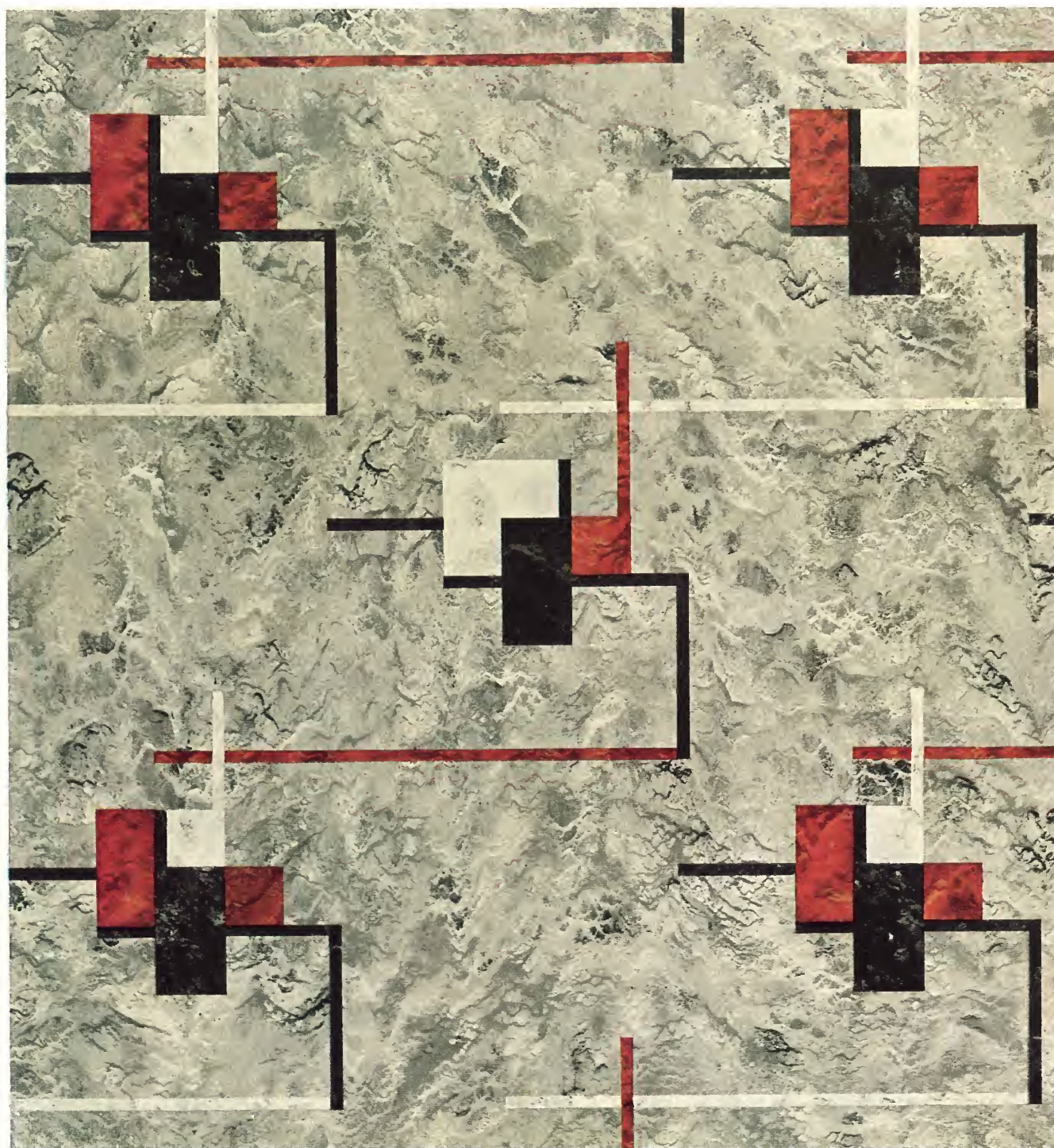
#### Suggested Color Scheme for Kitchen

Border.....	No. 42	Trim.....	Rose tint with black accent
Linostrips.....	Nos. 23 and 27	Curtain.....	Green and white polka dot glazed chintz
Linowall, Full or Dado.....	No. 705	Upholstery.....	Black leather
Cove and Base..Flash Type, No. 42			
Upper Wall.....	Rose tint		

#### Suggested Color Scheme for Grocery Store

Border.....	No. 46	Trim.....	Ivory
Linostrip.....	No. 42	Upholstery.....	Brown leather with green trim
Linowall, Full or Dado.....	No. 737	Curtain.....	Brown and white plaid glazed chintz
Cove and Base..Flash Type, No. 46			
Upper Wall.....	Ivory		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0436 Straight Line Inlaid—Standard Gauge

Code Word: DSEGR

**Design**—This new, refreshing open ground pattern is equally appropriate for small or large rooms. The compact overlay blocks are black, white, and scarlet on a field of silver-gray marble.

**Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, laundries, large stores, beauty parlors, showrooms, restaurants, hospitals, schools, hotel and apartment lobbies.

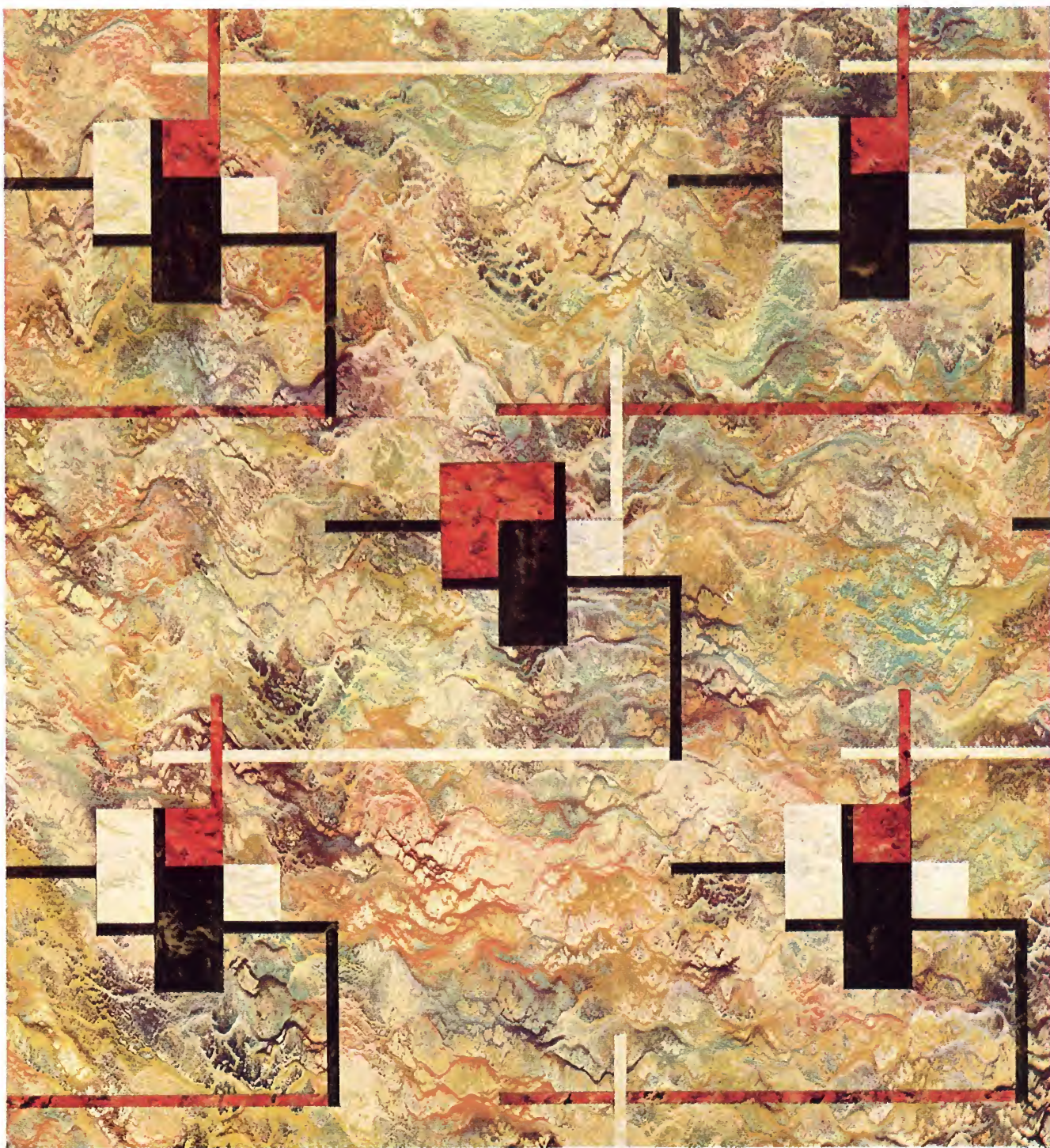
#### Suggested Color Scheme for Laundry

Border.....	No. 39	Upper Wall.....	Cream gray paint
Linostrip.....	No. 23	Curtain.....	White oiled silk, red rickrack trimming
Linowall, Full or Dado.....	No. 732	Upholstery.....	Red leather
Cove and Base.....	Flash Type, No. 39		
Trim.....	Cream gray		

#### Suggested Color Scheme for Drug Store

Border.....	No. 27	Trim.....	Cream gray with Chinese red accent
Linostrips.....	Nos. 23 and 39	Curtain.....	Natural oiled silk with design in white
Linowall, Dado.....	No. 703	Upholstery.....	Black leather
Cove and Base.....	Flash Type, No. 27		
Upper Wall.....	Cream gray paint		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0437 Straight Line Inlaid—Standard Gauge

Code Word: DSEHS

**Design**—Widely spaced overlay accents in walnut, scarlet, and ivory have been contrasted with a mottled background in this attractive marbled pattern. The feeling of roominess in this

design makes it suitable for commercial or home installations. **Where to Use**—Kitchens, breakfast rooms, rear entries, small stores, restaurants, barber shops, tea rooms, and lunch rooms.

#### Suggested Color Scheme for Tea Room

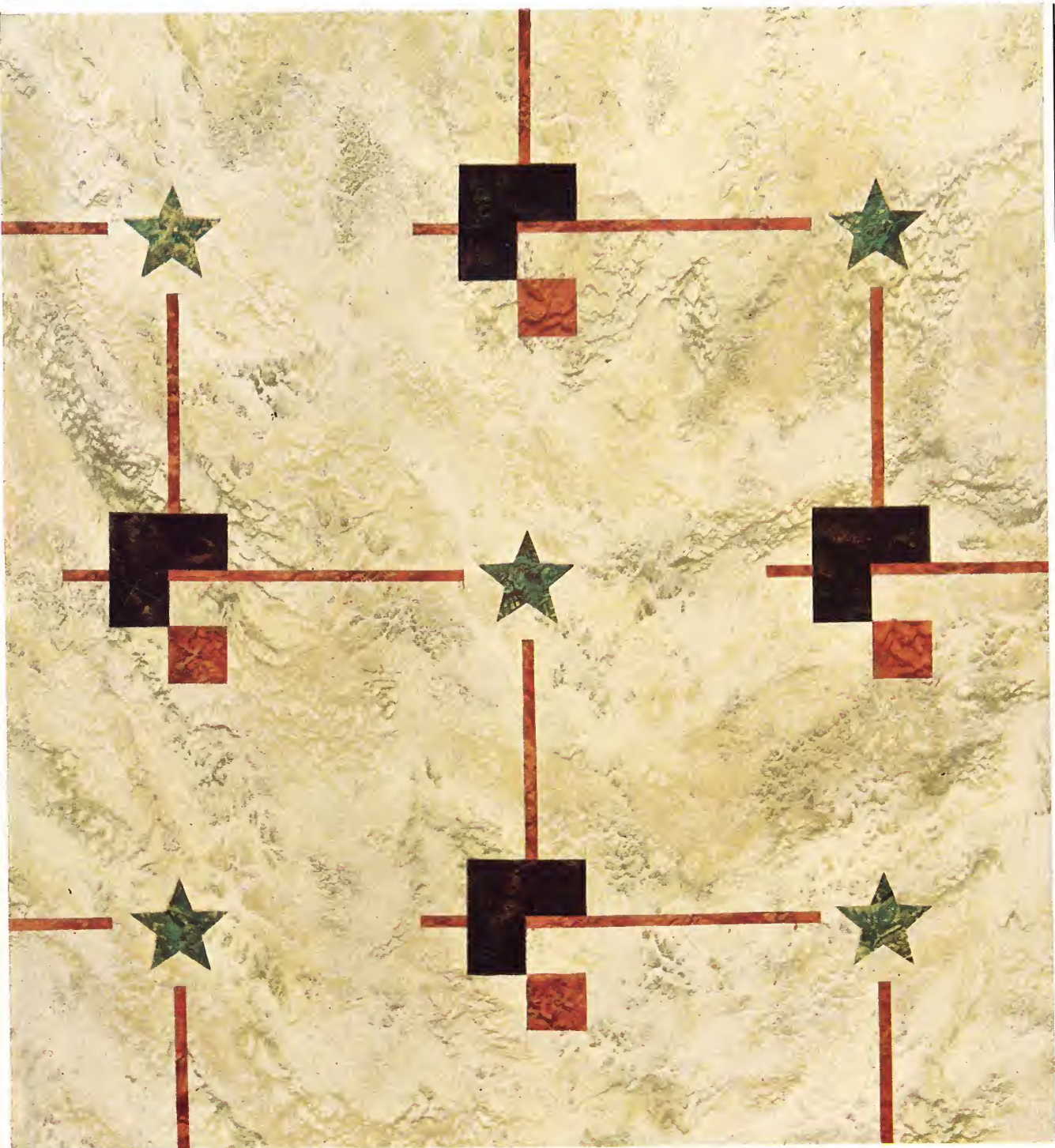
Border.....	No. 46	Upper Wall.....	Green on white
Linostrip.....	No. 44		paper, fern design
Linowall, Full or Dado.....	No. 700	Trim.....	Light green with
Cove and Base, Flash Type, No. 46			brown accent
Curtain.....	Brown oiled silk	Upholstery.....	Green

#### Suggested Color Scheme for Kitchen

Border.....	No. 46	Upper Wall.....	Semi-lustre
Linostrip.....	No. 39		cream paint
Linowall, Full or Dado.....	No. 702	Curtain.....	Chintz—red, brown,
Cove and Base, Flash Type, No. 46			green on yellow ground
Trim.....	Semi-lustre cream, red accent	Upholstery.....	Red



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(Approximately 1/4 actual size) (2 yards wide only)

**No. 0455 Straight Line Inlaid—Standard Gauge**  
Code Word: DSNKU

**Design**—Here is a cheerful pattern that will both lighten and brighten a room. The interesting scarlet and umber overlay forms a pleasing diagonal feeling on the antique ivory ground. Sage stars add a fresh note that helps create a custom floor effect.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, showrooms, restaurants, schools, exhibits, barber shops, tourist cabins, and night clubs.

**Suggested Color Scheme for Bake Shop**

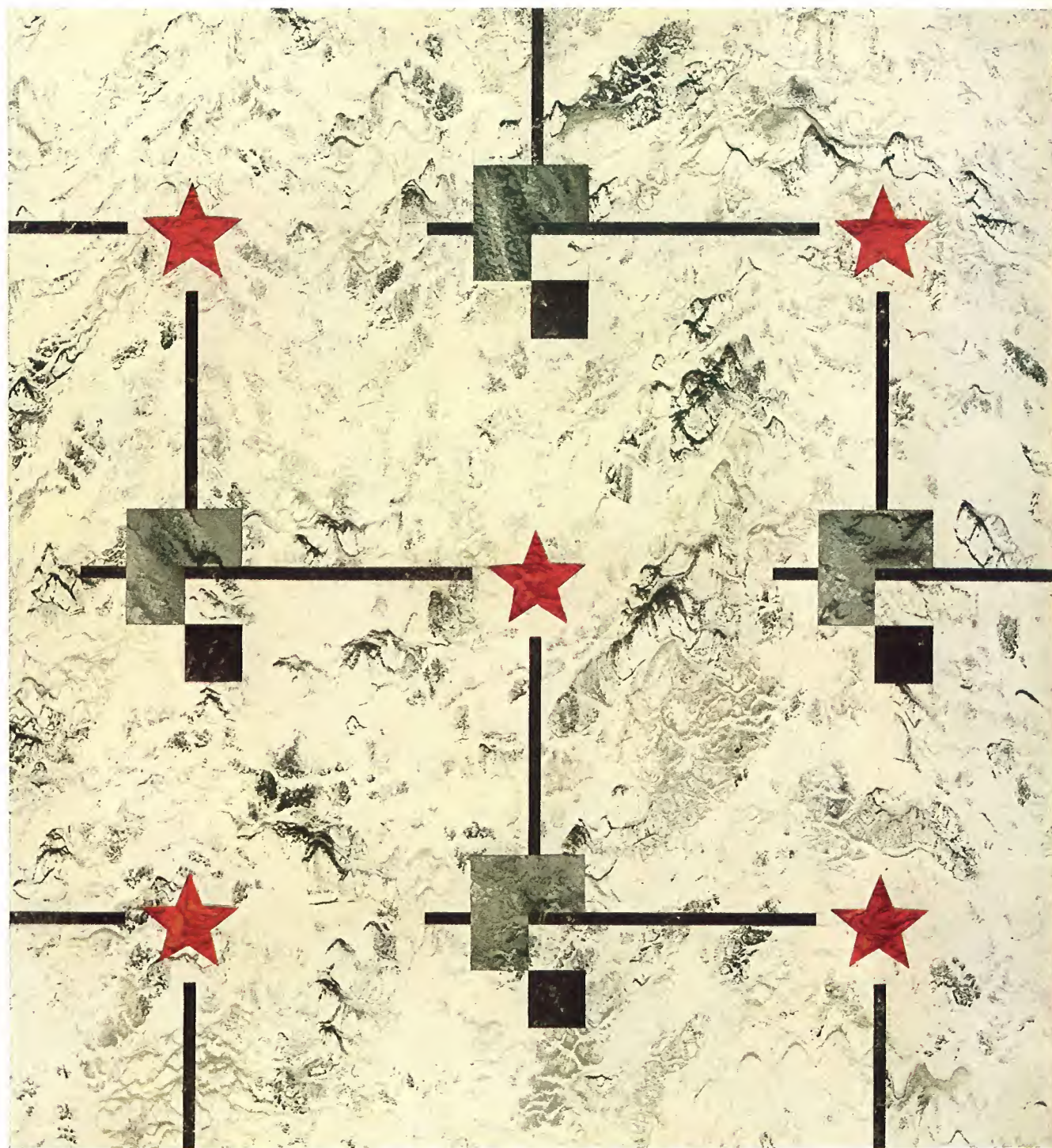
Border.....	No. 46	Upper Wall.....	Painted turquoise
Linostrip.....	No. 38	Curtain.....	Multicolored
Linowall, Full or Dado.....	No. 737		flowered dimity
Cove and Base..Flash Type, No. 46		Trim.....	Turquoise, brown accent

**Suggested Color Scheme for Breakfast Room**

Border.....	No. 39	Upper Wall...	Chinese design paper on red ground
Linostrip.....	No. 24		
Linowall, Full or Dado.....	No. 732	Trim.....	Gray
Cove and Base..Flash Type, No. 39		Curtain.....	White celanese voile



ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0456 Straight Line Inlaid—Standard Gauge

Code Word: DSNOY

**Design**—In this pattern a long admired color combination is used in a fresh, distinctive way. Vivid scarlet stars interrupt the black and gray overlay adding warmth and charm to the white marbleized field. This widely useful design meets a ready demand.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, restaurants, clubhouses, barber shops, tourist cabins, studies, reception rooms, showrooms, exhibits.

#### Suggested Color Scheme for Hotel Dining-room

Border.....No. 22  
Linostrips.....Nos. 49 and 33  
Linowall, Full or Dado.....No. 704  
Cove and Base..Flash Type, No. 22  
Upper Wall.....Chartreuse

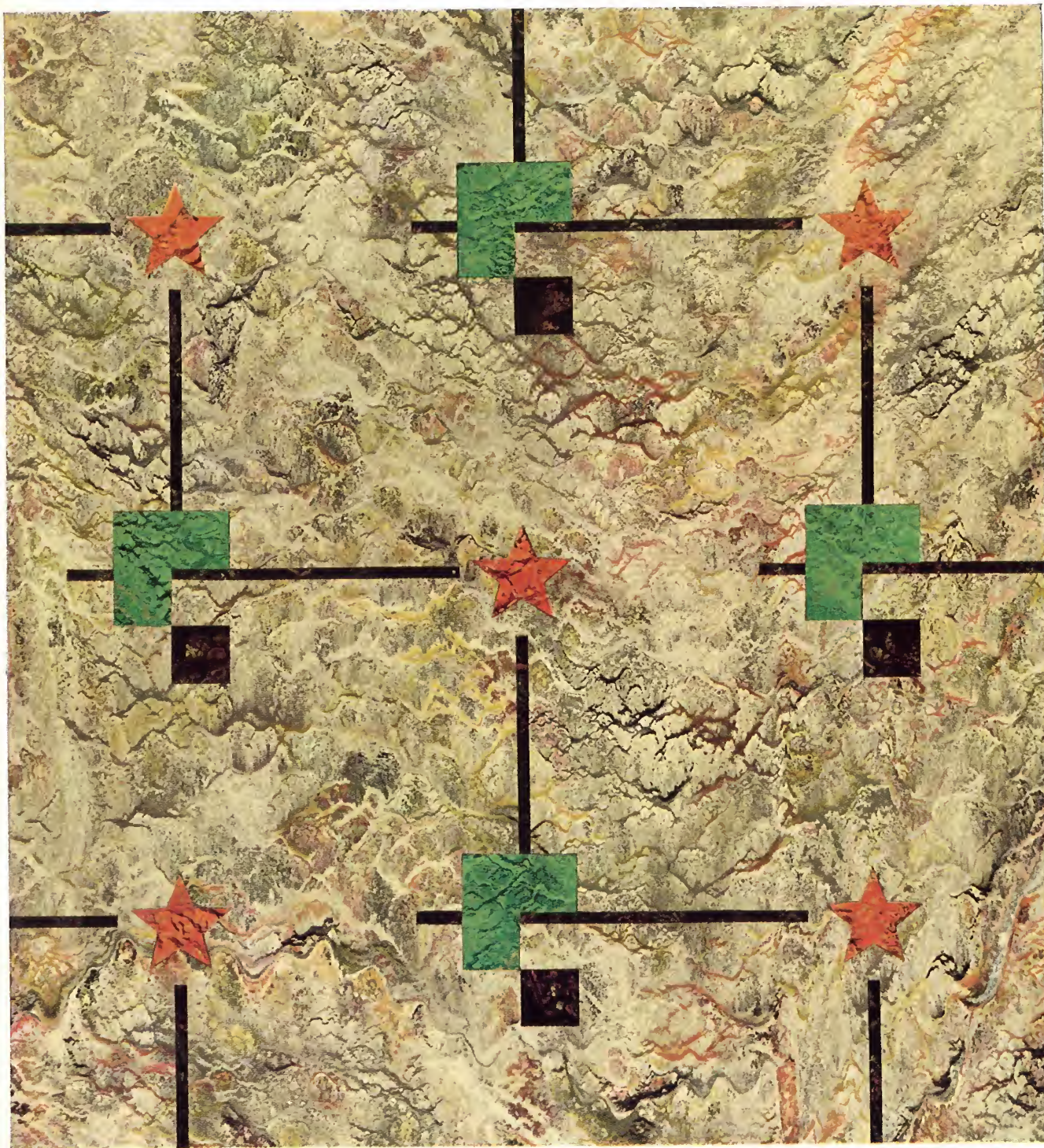
Trim.....White, coral, and  
chartreuse accent  
Curtain.....Figured stripe in coral,  
chartreuse, white, and yellow  
Upholstery.....Coral

#### Suggested Color Scheme for Reception Room

Border.....No. 27  
Linostrip.....No. 23  
Linowall, Dado.....No. 703  
Upper Wall.....No. 704  
Cove and Base..Flash Type, No. 27

Trim.....Black or gray  
Curtain.....Chintz in black,  
gray, green, and white  
Upholstery.....Black or gray  
Rug.....Gray





(Approximately 1/4 actual size)

(2 yards wide only)

## No. 0457 Straight Line Inlaid—Standard Gauge

Code Word: DSNRB

**Design**—Many clever decorative schemes could be used with this pattern whose variegated ground is flecked with tones of gold, orange, and black. Note here, too, the jade green accent, and the orange stars inset between the broken overlay—both new effects.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, small and large stores, rear entries, offices, night clubs, showrooms, restaurants, clubhouses, exhibits, barber shops, tourist cabins, coffee shops.

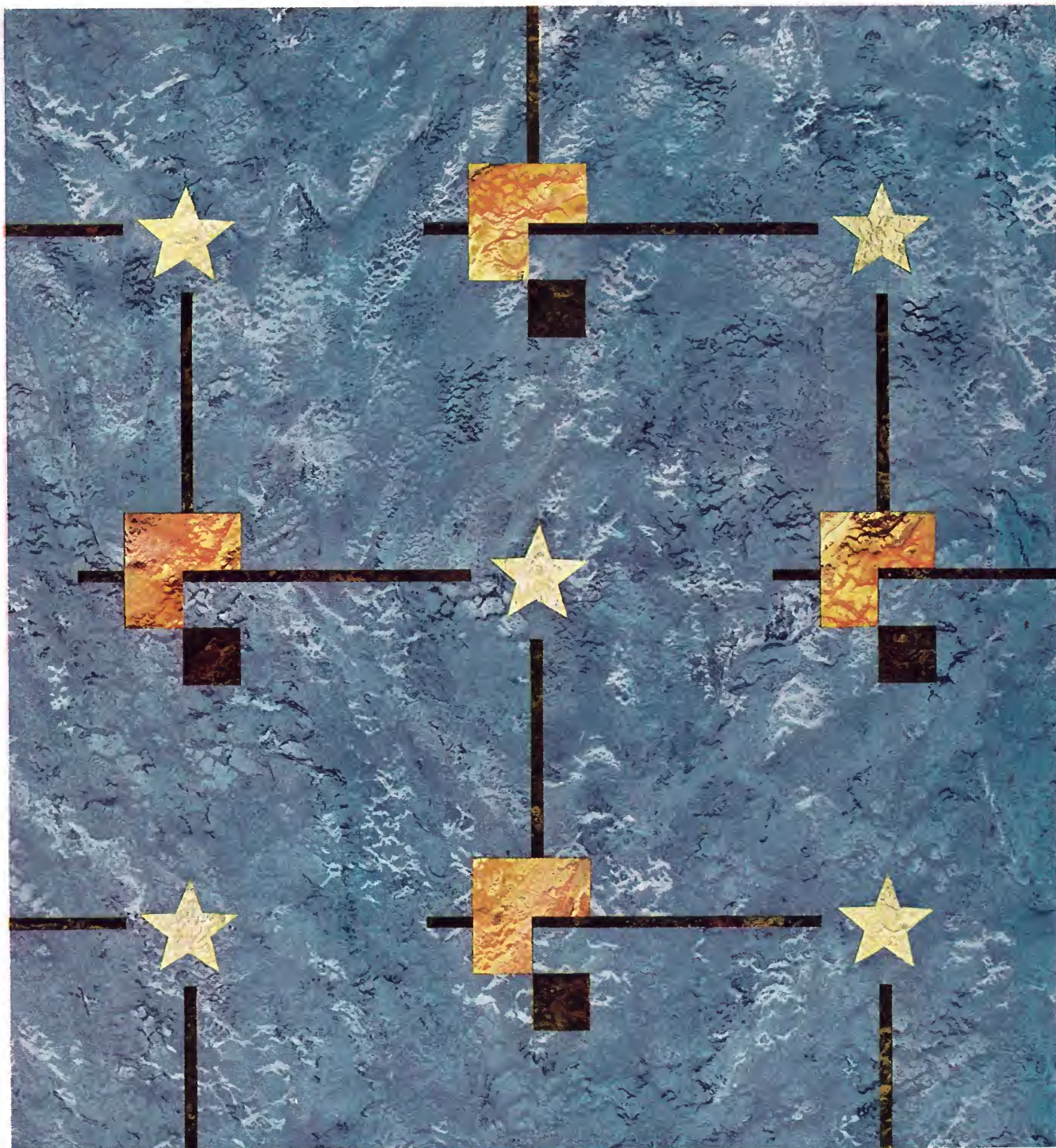
### Suggested Color Scheme for Breakfast Room

Border.....	No. 42	Upper Wall....	Paper in multicolor
Linostrip.....	No. 45		floral design
Linowall, Dado.....	No. 700	Trim.....	Light green,
Cove and Base..	Flash Type, No. 42		yellow accent
Curtain.....	Green silk gauze	Upholstery.....	Green or yellow

### Suggested Color Scheme for Office

Border.....	No. 46	Upper Wall.....	Monotone striped
Linostrip.....	No. 39		paper in light tan
Linowall, Full or Dado.....	No. 737	Trim.....	Ivory, red and
Cove and Base..	Flash Type, No. 46		brown accent
Curtain.....	Red and tan cotton damask	Upholstery.....	Red and brown





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0458 Straight Line Inlaid—Standard Gauge

Code Word: DSNAK

**Design**—This pattern illustrates an important design note—the use of stars to create a custom effect. An orange and umber overlay is broken at the corners by ivory stars, thus skillfully producing a pleasing diagonal feeling on the marbled ground.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, schools, exhibits, tourist cabins, theatres.

#### Suggested Color Scheme for Book Shop

Border.....	No. 46	Upper Wall.....	Painted buff
Linostrips.....	Nos. 29 and 45	Curtain.....	Printed linen in
Linowall, Full or Dado.....	No. 735		blue, tan, and rust
Cove and Base..	Flash Type, No. 46	Trim.....	Pine

#### Suggested Color Scheme for Bathroom

Border.....	No. 30	Upper Wall..	Blue and white paper
Linostrip.....	No. 23	Trim.....	Medium blue
Linowall, Full or Dado.....	No. 731	Curtain.....	Blue oiled silk
Cove and Base..	Flash Type, No. 30	Upholstery.....	White





(Size of Blocks—9" x 9")

(2 yards wide only)

## No. 0612 Straight Line Inlaid—Standard Gauge

Code Word: DSARN

**Design**—Here is a very usable pattern which provides a wealth of well blended colors to be picked up by any number of room treatments—red, green, black, and gray, burnt sienna, brown, gold, peach, and cream. The tones which are repeated in the decorative scheme are emphasized, while the others become subdued.

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, night clubs, showrooms, restaurants, hospitals, hotel and apartment lobbies, barber shops, tourist cabins, grocery stores, bake shops, tea rooms.

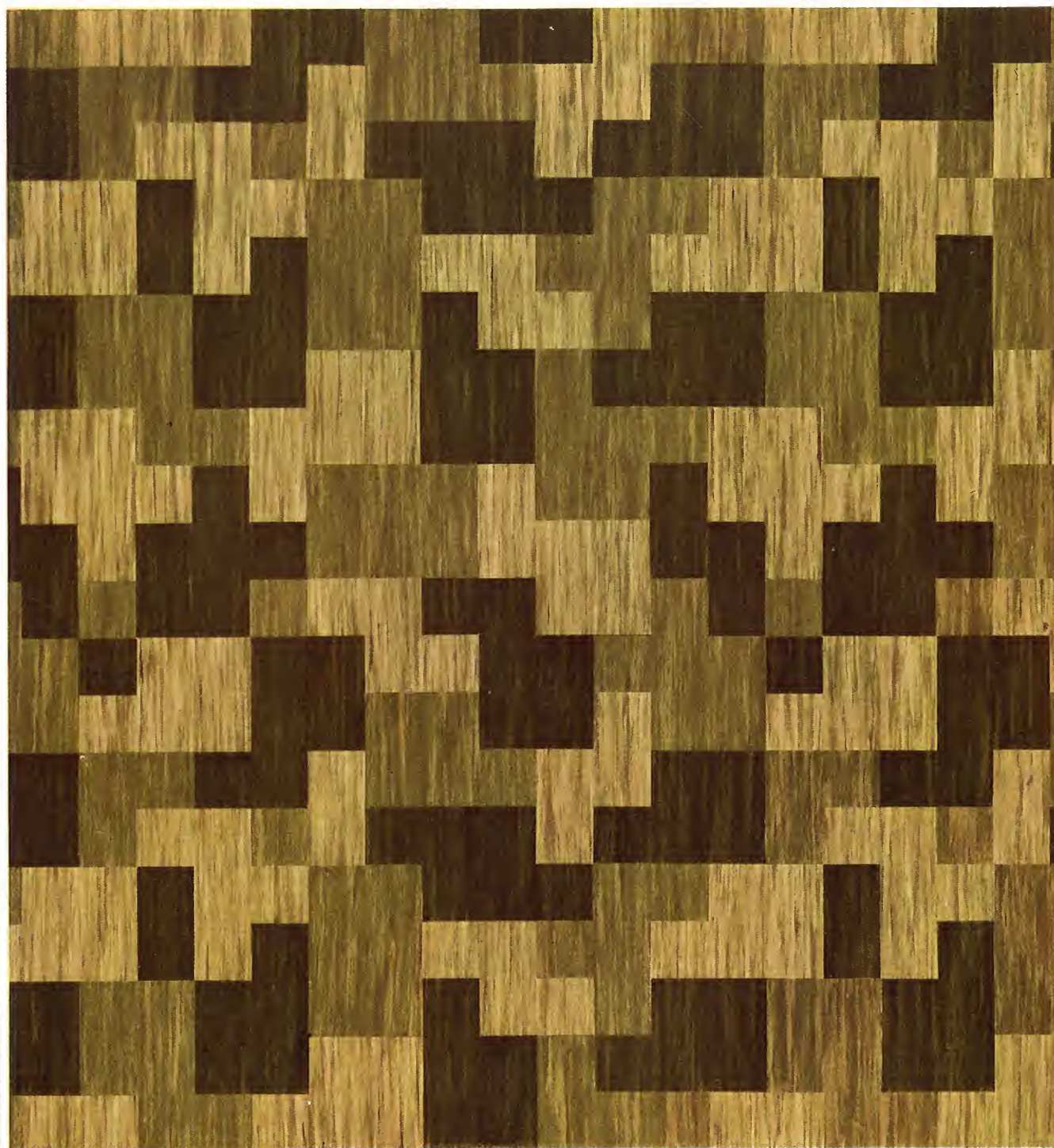
### Suggested Color Scheme for Kitchen

Border.....	No. 021	Curtain...	Natural ground oiled silk
Linostrip.....	No. 40		with red and white plaid
Linowall, Full or Dado.....	No. 706	Upper Wall...	Ivory paper, red dots
Cove and Base..Flash Type, No. 021		Trim.....	Cream

### Suggested Color Scheme for Beauty Shop

Border.....	No. 27	Upper Wall...	Rose and tan paper
Linostrip.....	No. 45	Trim.....	Taupe
Linowall, Dado.....	No. 702	Curtain.....	Tan celanese voile
Cove and Base..Flash Type, No. 27		Upholstery.....	Tan leather





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0634 Straight Line Inlaid—Standard Gauge

Code Word: DSFYL

**Design**—Almost unlimited adaptability is an outstanding quality of this pattern, which is suggestive of fine parquetry. The irregular design gives the impression that several more than the three shades of brown occur in the coloring. Any tans or browns, as well as gay, bright contrasts, may be used for attractive room settings.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small stores, large stores, beauty parlors, offices, banks, showrooms, restaurants, clubhouses, hospitals, schools, exhibits, hotel and apartment lobbies, churches.

#### Suggested Color Scheme for Library

Border.....	No. 46	Trim.....	Walnut
Linostrip.....	No. 33	Curtain.....	Heavy textured fabric
Linowall, Full or Dado.....	No. 736		in chocolate and chartreuse
Cove and Base.....	Wood	Upholstery.....	Chartreuse and white
Upper Wall.....	Chartreuse	Rug.....	Chartreuse

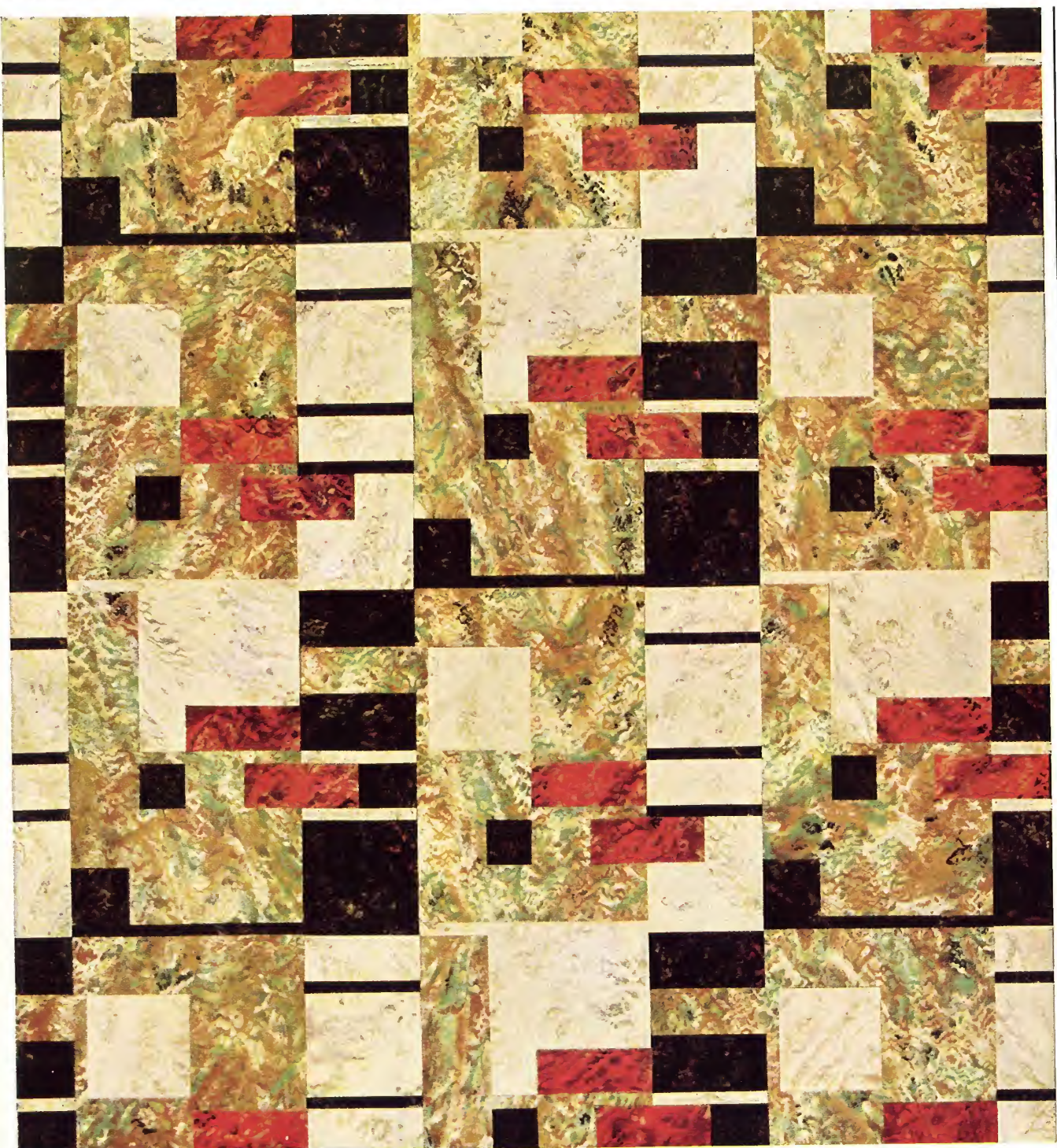
#### Suggested Color Scheme for Apartment House Lobby

Border.....	No. 46	Trim.....	Pine with rose and
Linostrip.....	No. 45		brown accent
Linowall, Full or Dado.....	No. 735	Curtain.....	Printed chintz—rose
Cove and Base.....	Wood		and beige on brown
Upper Wall.....	Light pink and white	Upholstery.....	Beige or brown



ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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(Approximately 1/4 actual size) (2 yards wide only)

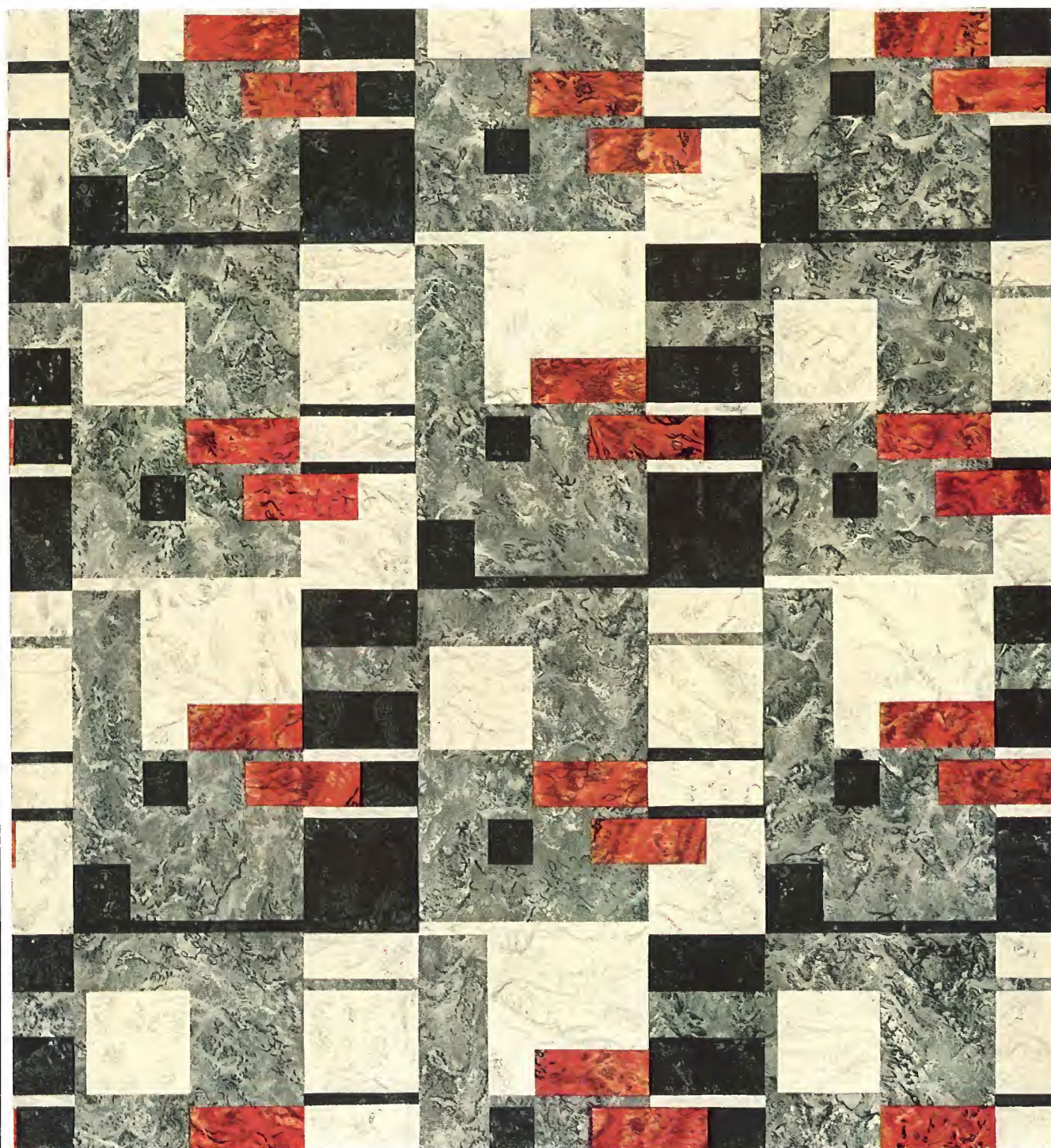
**No. 0680 Straight Line Inlaid—Standard Gauge**  
Code Word: DSCRE

**Design**—Today's color schemes, making use of bold Chinese red or green, can be tastefully based upon or emphasized by the bright accents in this modern floor design. The squares and bars of black and burnt umber likewise complement dark contrasts in

the decoration and furnishing of residences or business rooms.  
**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, barber shops, locker rooms, corridors.

Suggested Color Scheme for Kitchen		Suggested Color Scheme for Beauty Parlor	
Border.....	No. 27	Border.....	No. 27
Linostrip.....	No. 42	Linostrips.....	Nos. 39 and 23
Linowall, Full or Dado.....	No. 700	Linowall, Full or Dado.....	No. 737
Cove and Base.. Flash Type, No. 27		Cove and Base.. Flash Type, No. 27	
Upper Wall.....	Painted ivory	Upholstery.....	Black leather
Trim.....	Ivory white, black, and green trim	Rug.....	Black
Curtain.....	Green net		
Upholstery.....	Green sail cloth		
		Upper Wall.....	Chinese red





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 0681 Straight Line Inlaid—Standard Gauge

Code Word: DSCUZ

**Design**—Strictly modern in design and coloring, this clean-cut pattern will give effective support to interiors which are decorated in plain, strong colors. Its closely knit design elements many times will solve the problem of a room which seems over-large for its

purpose. Scattered furnishings become more closely held together. **Where to Use**—Kitchens, bathrooms, entrance halls, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, hotel and apartment lobbies, tourist cabins, barber shops, tea rooms.

#### Suggested Color Scheme for Lobby

Border.....	No. 27	Ceiling.....	Painted ivory
Linostrips.....	Nos. 24 and 23	Trim.....	Gray with black accent
Linowall.....	Lower Wall, No. 703	Curtain.....	Chinese red velvet
	Upper Wall, No. 704	Upholstery.....	Red or black leather
Cove and Base.....	Flash Type, No. 27	Rug.....	Red

#### Suggested Color Scheme for Kitchen

Border.....	No. 39	Trim.....	White with red and black accent
Linostrips.....	Nos. 27 and 23	Curtain.....	Printed muslin in red, black and white
Linowall.....	No. 704	Upholstery.....	Red
Cove and Base.....	Flash Type, No. 39		
Ceiling.....	Red		



## SAFETY-BACK PERMITS EASY REMOVAL OF ARMSTRONG'S LINOFLOR WHEN PASTED TO SUBFLOORS WITHOUT LINING FELT

**A**PPEALING to the person who is willing to pay more than is required for printed felt-base materials, and who would be a natural prospect for a pasted linoleum floor if cost were not the main consideration, Armstrong's Linoflor becomes a still more satisfactory solution to the floor problem, now that Linoflor can be pasted direct to wood or concrete subfloors without the necessity for lining felt.

Furthermore, the introduction of Armstrong's exclusive feature—Safety-Back—on this material has made it highly desirable for pasted installations, because the difficulty of removing it without injury to the subfloor has been entirely eliminated by Safety-Back.

### TWO TYPES

There are two types of Linoflor—Inlaid and Marbelle. The backing of both kinds of Linoflor is a special asphalt-saturated felt, and the durable wearing surface consists of an inlaid linoleum-type "mix."

### HIGH STYLE

Although Linoflor costs less than linoleum, it is distinguished by the same excellence of design and the same high style that have made each of Armstrong's floor products a leader in its particular price group.

In Inlaid Linoflor, for example, recognition of one of the latest style trends in pattern goods—namely, open ground effects in which the accent colors resemble hand-cut inset pieces—is found in such patterns as No. 18160. Another up-to-the-minute development, which has been extremely popular in Inlaid linoleum, is the use of overlay lines of brilliant colors on an open ground. This same effect will be found in such patterns as No. 18170.

Not only are style developments recognized in this line, but also the needs of various types of markets. While the strongly patterned effects are of primary interest to the residential market, allover marbled floorings fill an important need in stores, restaurants, and

similar buildings. This need is met in Inlaid Linoflor by such patterns as No. 18055, and by a wide assortment of handsome colors in Marbelle Linoflor.

### STRONG FELT BACKING

Armstrong's perfecting a special felt backing for Linoflor that would permit direct pasting is one of the most important recent developments in flooring.

More than two years of intensive research were devoted to this single phase of Armstrong's Quality Improvement Program—the problem being to produce a felt backing with shearing qualities that would enable it to perform the functions of a supplementary layer of lining felt, so that Linoflor could be pasted without requiring extra expense for lining felt to take up the expansion and contraction of subfloors.

### INCREASED USEFULNESS

In view of the excellent reception that was given this development, it was only natural that the additional advantage of Safety-Back should be incorporated as soon as possible. Today, possessing both these important features, Linoflor's appeal as a modestly priced flooring of excellent appearance and good durability is vastly increased. Not only in homes, but in hundreds of types of commercial establishments,

Linoflor is sure to find a ready welcome because it provides a pasted but readily removable linoleum-like flooring at the lowest possible cost.

Like Inlaid Linoflor, Marbelle Linoflor also is supplied with the Safety-Back, so that it may be easily removed where installed by pasting it to the floor without felt.

Where Linoflor is pasted, the method is essentially the same as for pasted linoleum floors laid without felt. This method is described in "Armstrong's Handbook for Linoleum Mechanics" and in separate specification sheets. Linoflor should not be laid over floors on or below grade. It is maintained with Armstrong's Floor Cleaner and Linogloss.

### LINOFLOR IS EASILY PASTED IN PLACE



*Special felt used in Linoflor permits installation without lining felt over wood floors. Safety-Back aids removal.*



# ARMSTRONG'S INLAID LINOFLOR

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(Size of Blocks—9" x 9")

(2 yards wide only)

## No. 18065 Inlaid Linoflor

Code Word: LFCEN

**Design**—The feeling of spaciousness which this pattern creates is due as much to captured sunlight as to the cool, open graining of its allover marble design. Pale green, red, and beige are blended

to reflect, rather than to dominate, the decorative scheme. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, tourist cabins.

### Suggested Color Scheme for Beauty Parlor

Border.....No. 20	Upholstery.....Cream leather
Wall.....Pale green and red	Curtain.....Flowered oiled silk
Trim.....Cream	Rug....Modern in cream and beige

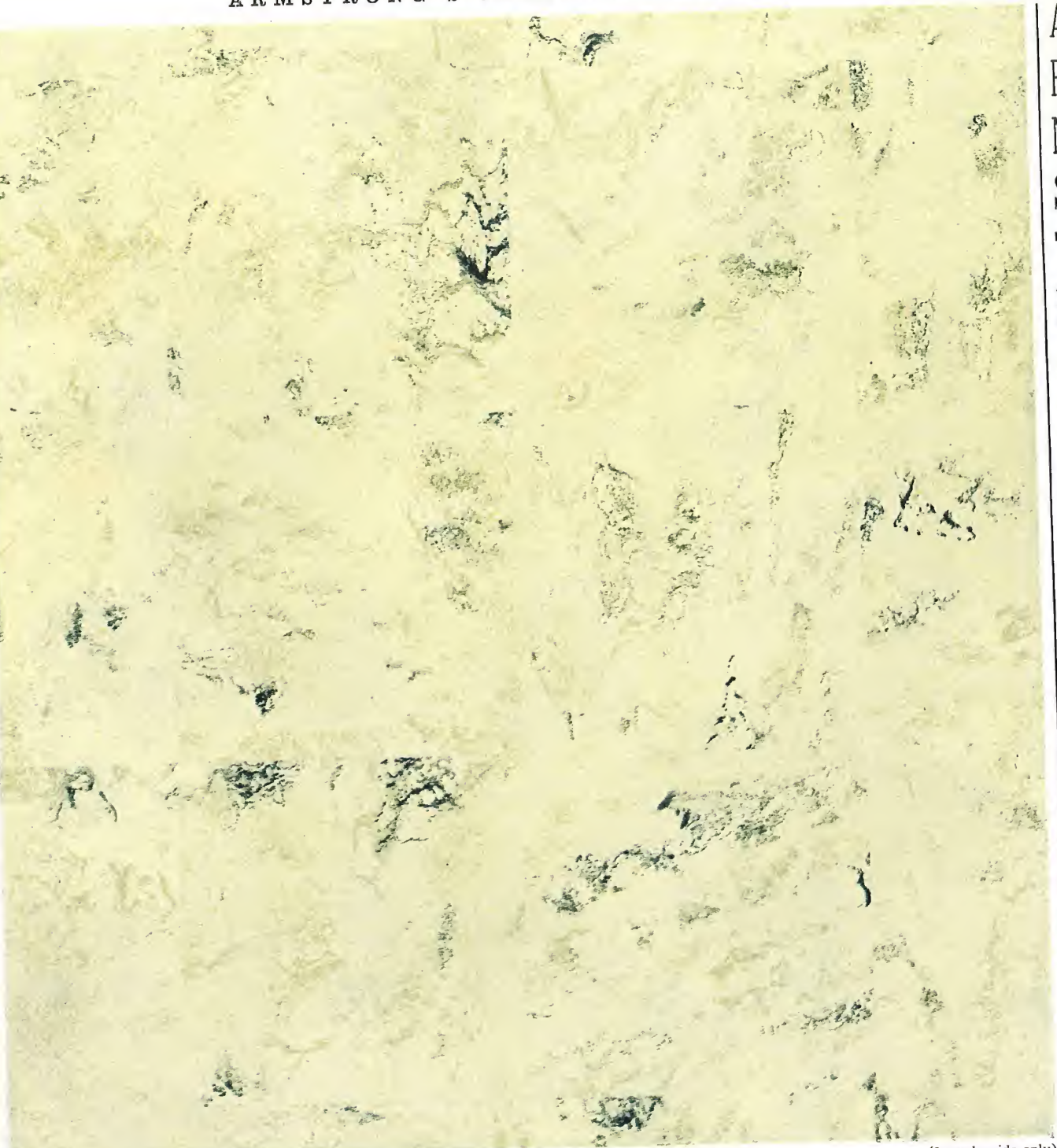
### Suggested Color Scheme for Kitchen

Border.....No. 42	Trim....Pale green—canary yellow
Wall.....Green, yellow, and white plaid	Curtain.....Green organdy
	Upholstery.....Yellow leather



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(2 yards wide only)

(Size of Blocks—9" x 9")

## No. 18068 Inlaid Linoflor

Code Word: LFHEG

**Design**—Many times an all-white floor would be chosen either for daintiness, or to give maximum light or the proof of cleanliness to interiors, if only a practical pattern could be found. This pattern is desirably white, yet its soft marbling will overcome any

feeling of bareness which might otherwise be objectionable.  
**Where to Use**—Kitchens, bathrooms, powder rooms, breakfast rooms, rear entries, small and large stores, beauty parlors, banks, restaurants, hospitals, schools, barber shops, tourist cabins.

### Suggested Color Scheme for Powder Room

Border.....	No. 27	Upper Wall.....	Rose and gray
Linostrip.....	No. 37	Curtain.....	Gray organdy
Cove and Base..	Flash Type, No. 27	Upholstery.....	Rose velvet
Trim.....	Gray	Rug.....	Black

### Suggested Color Scheme for Dress Shop

Border.....	No. 27	Trim.....	Chartreuse and black
Linostrip.....	No. 33	Curtain.....	Black and white chintz
Cove and Base..	Flash Type, No. 27	Upholstery.....	Chartreuse leather
Upper Wall.....	Chartreuse paint	Rug.....	Black





(Size of Blocks—9" x 9")

(2 yards wide only)

### No. 18069 Inlaid Linoflor

Code Word: LFHIT

**Design**—Because of its strong, dark marbling, this warm pattern is set off particularly well by light, plain colored rugs. At the same time, cream, tan, orange, or black may be used for highlight treatment in other room furnishings. Generally speaking, the darker

the color scheme employed, the more this pattern will seem to glow. **Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, large stores, beauty parlors, restaurants, lobbies, barber shops.

#### Suggested Color Scheme for Hotel Lobby

Border.....	No. 27	Trim.....	Cream gray
Linostrip.....	No. 23	Curtain.....	Glazed chintz—beige,
Cove and Base..	Flash Type, No. 27		white, and orange
Wall.....	Cream gray paint	Upholstery...	Tapestry and velvet

#### Suggested Color Scheme for Sun Porch

Border.....	No. 27	Curtain....	Heavy wool, green and
Linostrip.....	No. 45		orange basket weave
Cove and Base..	Flash Type, No. 27	Upholstery....	Green monks' cloth
Trim.....	Ivory and orange	Rug.....	Green



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18141 Inlaid Linoflor

Code Word: LFHUK

**Design**—The precise geometric design of this pattern suggests its use as a starting point for modernistic decoration. The colors are distinct and clean-cut, but the overall effect is one of restraint,

which permits combination with a wide range of color schemes. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

### Suggested Color Scheme for Bathroom

Border.....	No. 27	Curtain.....	White oiled silk
Wall.....	Green paint	Rug.....	White
Trim.....	Green		

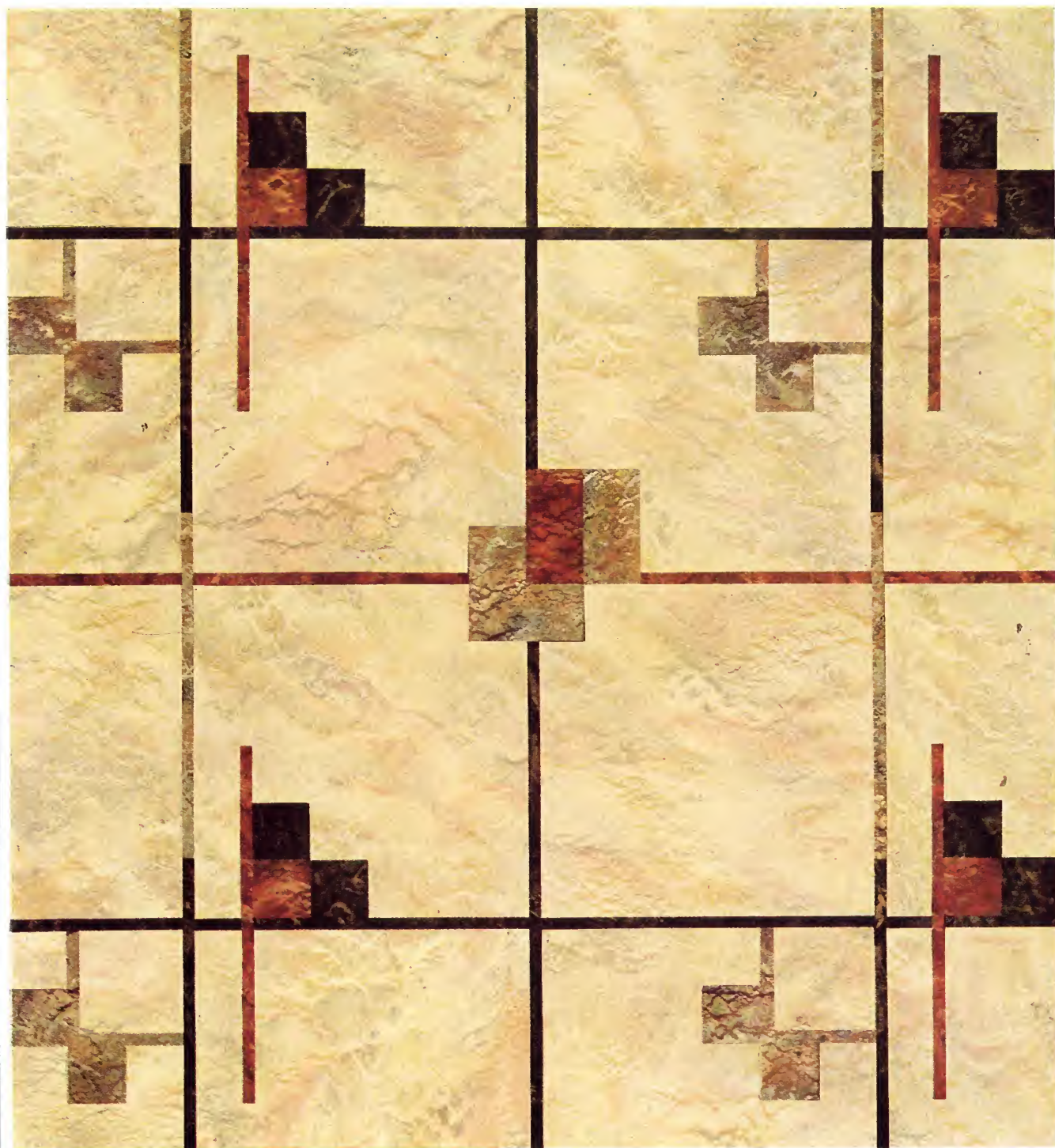
### Suggested Color Scheme for Kitchen

Border.....	No. 46	Curtain.....	Printed brown chintz
Wall.....	Ivory	Trim.....	Ivory with Chinese red, brown, and blue-green
Upholstery.....	Red leather		



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18170 Inlaid Linoflor

Code Word: LFNAL

**Design**—In this overlay tracery pattern with custom-floor-type insets, the formal effect caused by the large golden tan squares is broken up by the irregular placement of scarlet accent blocks.

**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, restaurants, tourist cabins, lunch rooms, showrooms.

### Suggested Color Scheme for Bathroom

Border.....No. 27	Upper Wall....Yellow paper with
Cove and Base..Flash Type, No. 27	white dots
Trim.....Yellow	Curtain...Yellow crinkled organdy

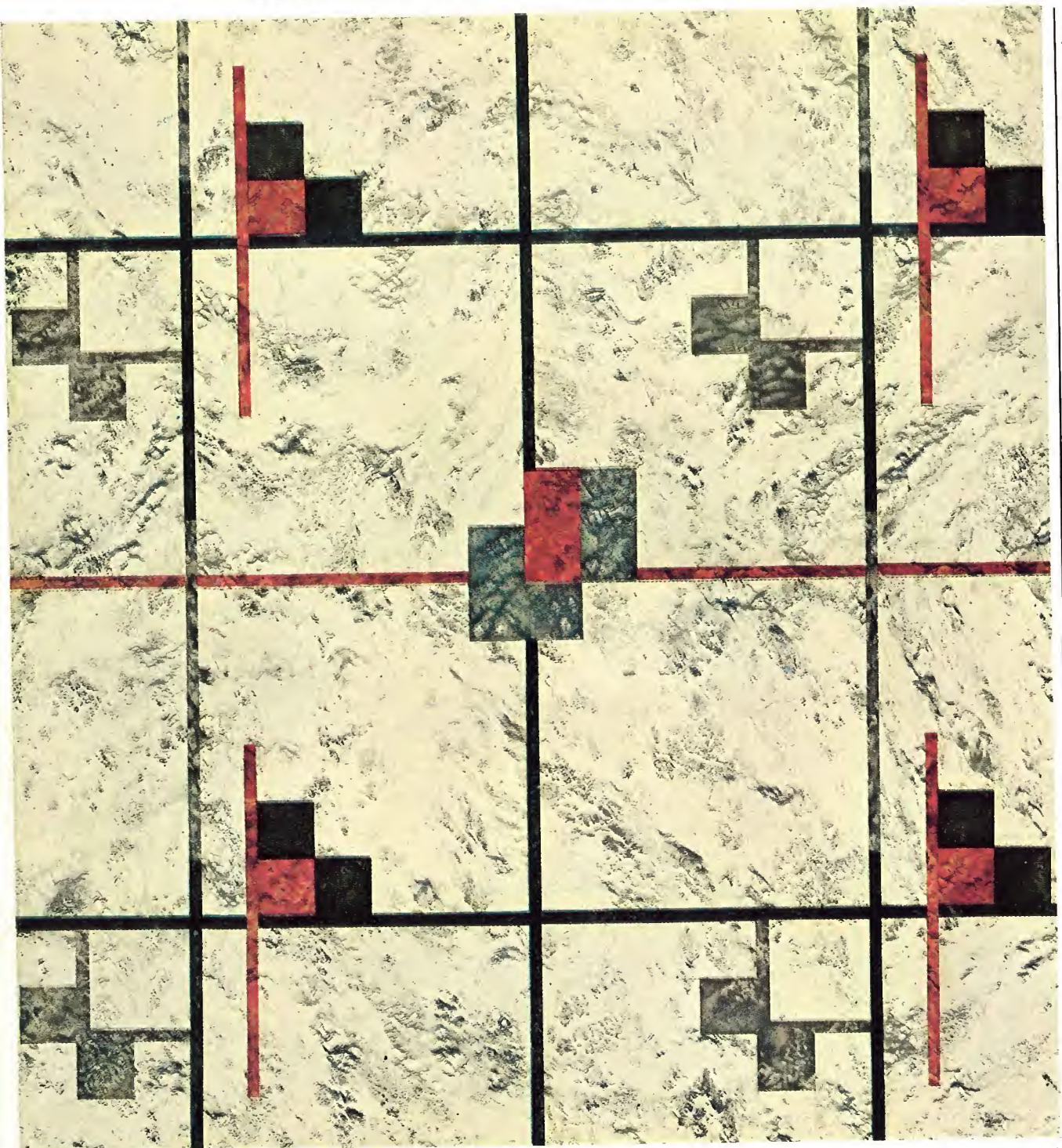
### Suggested Color Scheme for Kitchen

Border.....No. 27	Upper Wall....Ivory and red paper
Linostrips.....Nos. 39 and 45	Trim.....Buff
Cove and Base..Flash Type, No. 27	Curtain.....Red oiled silk



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18171 Inlaid Linoflor

Code Word: LFNBU

**Design**—Plainly modern in the handling of the open ground overlay tracery, this refreshing treatment of an extremely popular design motif makes effective use of black, scarlet, and white. The accent blocks of scarlet look strikingly like the inset hand-cut

shapes that are employed in designed-to-order linoleum floors. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, barber shops, showrooms, tourist cabins, exhibits, coffee shops, haberdasheries, recreation rooms.

### Suggested Color Scheme for Bathroom

Border.....	No. 03	Trim.....	Cream
Cove and Base..	Flash Type, No. 03	Curtain....	White crinkled organdy
Upper Wall....	Red paint or paper	Rug.....	Black

### Suggested Color Scheme for Kitchen

Border.....	No. 22	Curtain..	Red and white glazed chintz
Lino-strip.....	No. 39	Trim.....	Gray
Cove and Base..	Flash Type, No. 22	Upholstery.....	Same as curtain



# ARMSTRONG'S INLAID LINOFLOR



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18172 Inlaid Linoflor

Code Word: LFNCO

**Design**—Nine-inch blocks, practically marbled in warm beige tones of green and rose, are tied together with an attractive overlay tracery of gold, green, and burnt umber. This design ac-

curately interprets the latest trend in flooring for informal rooms. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, laundries.

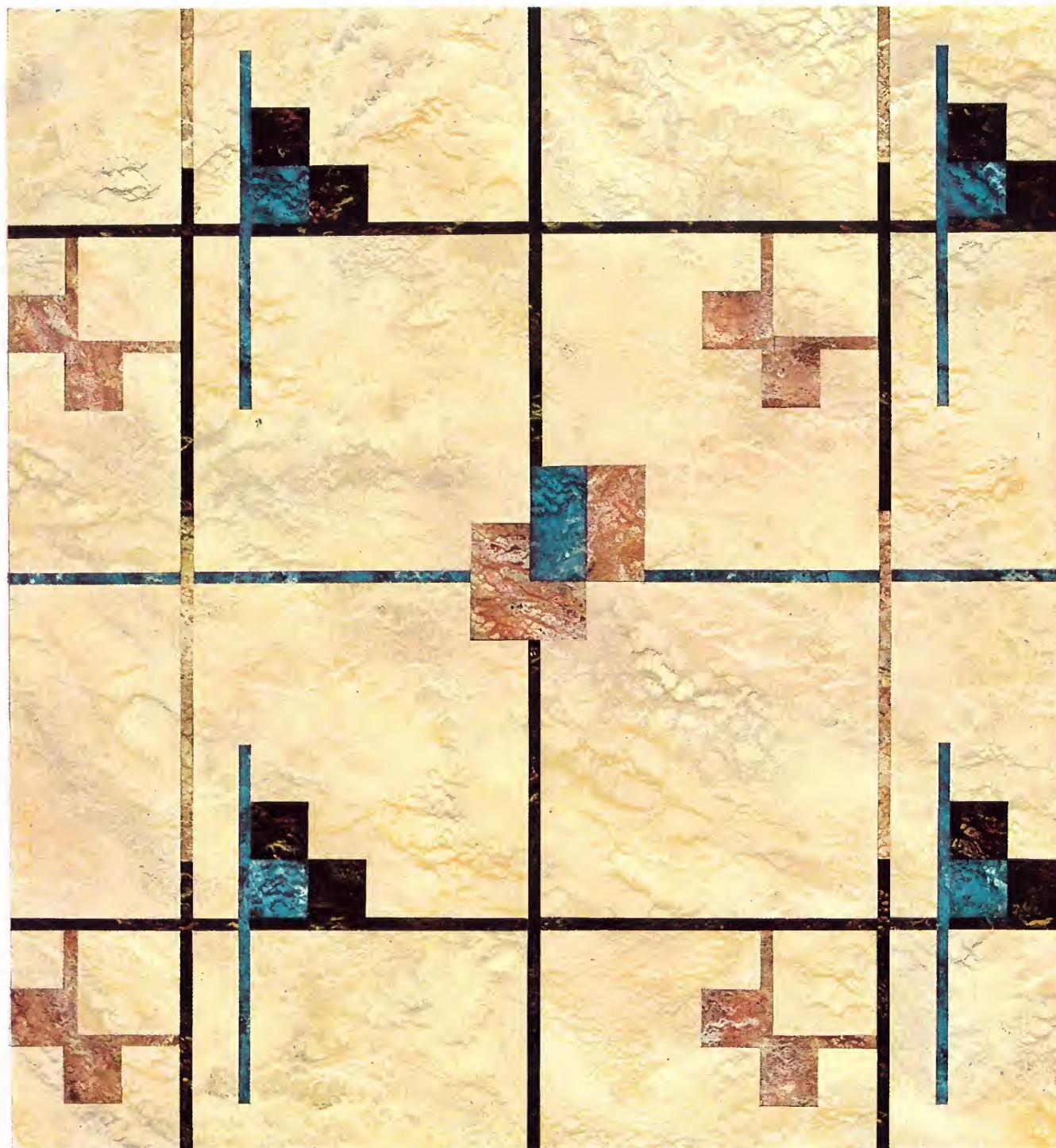
### Suggested Color Scheme for Laundry

Border.....	No. 08	Cove and Base..	Wood painted green
Linostrips.....	No. 41	Curtain.....	Green printed cotton
Upper Wall.....	Painted cream	Trim.....	Green

### Suggested Color Scheme for Bathroom

Border.....	No. 42	Wall.....	Pale green paper with white fish
Cove and Base..	Flash Type, No. 42	Curtain.....	White organdy
Trim.....	Pale blue, green		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 18173 Inlaid Linoflor

Code Word: LFNHI

**Design**—Golden-tan pastel tones in the marbled field of this informal pattern are highlighted by accent blocks and fine connecting lines of blue, deep rose, and burnt umber. The open ground overlay treatment and the effective use of royal blue

accents are style features in harmony with the trend of the day. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, barber shops, tourist cabins, delicatessen shops.

#### Suggested Color Scheme for Beauty Shop

Border.....No. 49	Wall.....Paper or paint—taupe
Cove and Base.....Wood painted taupe	Trim.....Taupe, coral accent
Curtain.....Coral linen	Upholstery.....Medium blue

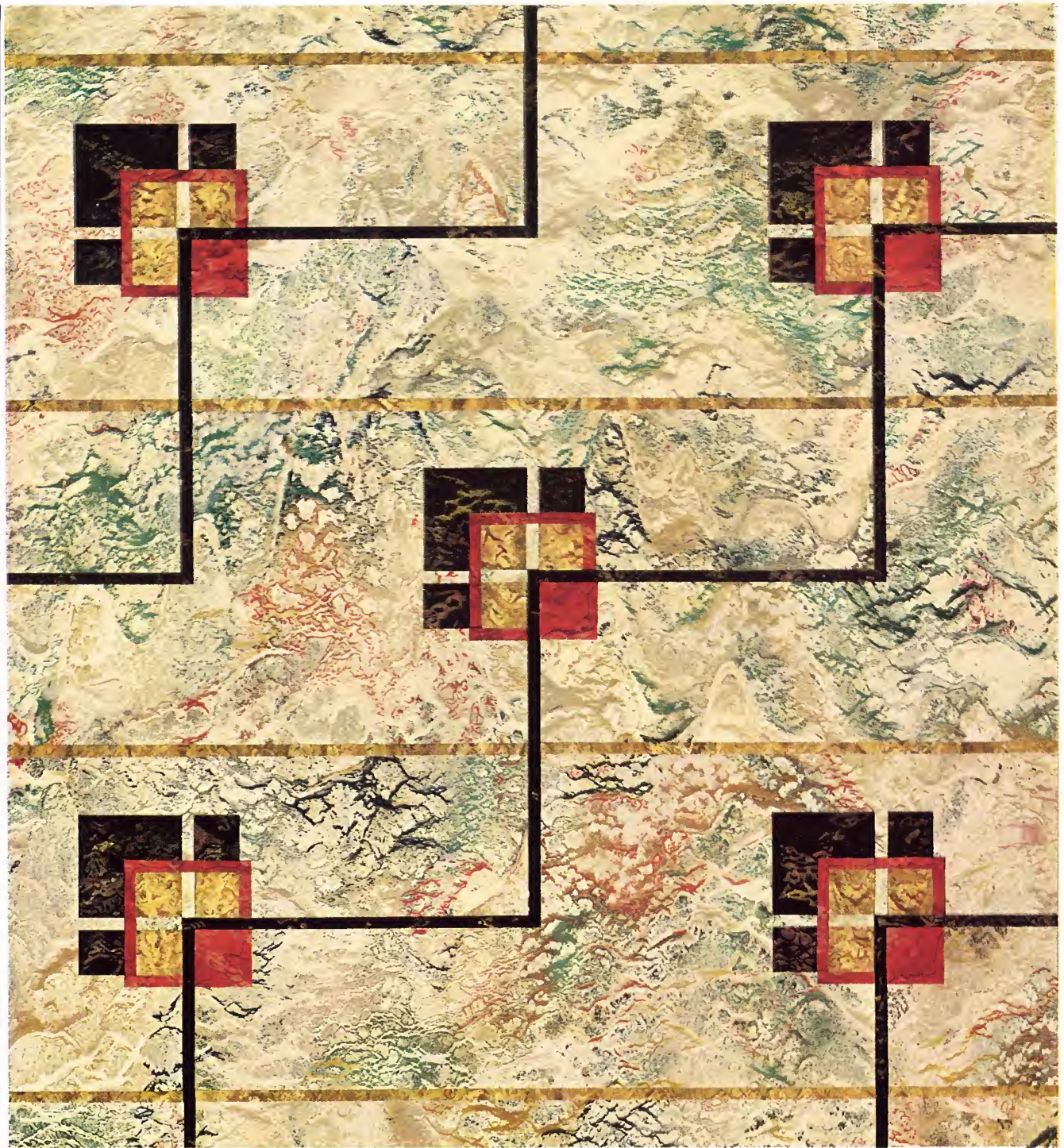
#### Suggested Color Scheme for Bathroom

Border.....No. 43	Wall.....White paper with varicolored fish
Linostrip.....No. 45	Trim.....Pastel blue
Cove and Base..Flash Type, No. 43	Rug.....Blue
Curtain.....Blue organdy	



# ARMSTRONG'S INLAID LINOFLOR

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(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18180 Inlaid Linoflor

Code Word: LFNPA

**Design**—Readily adaptable to a wide variety of color schemes and decorative effects, this set-back diagonal pattern employs an interesting combination of accents in gold, scarlet, and black

to create a striking contrast with the multitoned background. **Where to Use**—Kitchens, bathrooms, sun porches, rear entries, small stores, large stores, restaurants, tourist cabins, coffee shops.

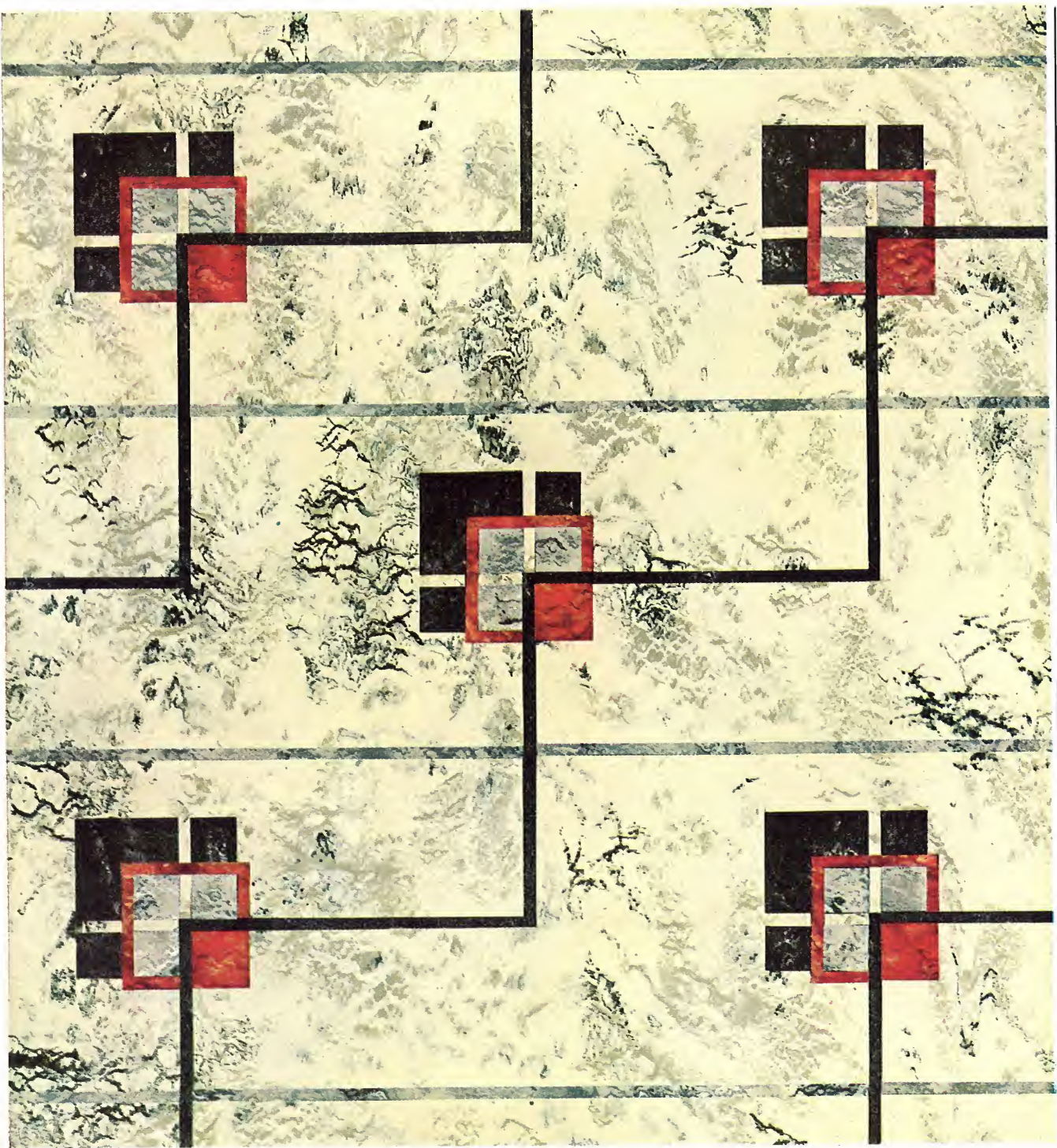
### Suggested Color Scheme for Kitchen

Border.....	No. 27	Curtain.....	Green crossbarred
Cove and Base..	Flash Type, No. 27		white organdy
Trim.....	Light green	Wall.....	Painted green
	with black accent	Upholstery.....	Black leather

### Suggested Color Scheme for Coffee Shop

Border.....	No. 39	Trim.....	Old ivory with
Cove and Base..	Flash Type, No. 39		brown accent
Wall.....	Red and fawn paper	Curtain.....	Brown organdy
	in Chinese design	Upholstery.....	Chinese red





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 18181 Inlaid Linoflor

Code Word: LFNRC

**Design**—In this attractive and practical pattern the heavy-tone set-back diagonal lines cross light parallel lines. This design treatment can be used effectively to make a room appear considerably wider. The accents are scarlet, black, and silver gray.

**Where to Use**—Kitchens, bathrooms, entrance halls, breakfast rooms, rear entries, small stores, large stores, beauty parlors, showrooms, restaurants, hospitals, schools, exhibits, hotel and apartment lobbies, barber shops, coffee shops, and tea rooms.

#### Suggested Color Scheme for Coffee Shop

Border.....	No. 27	Wall.....	Paper with modern design
Linostrip.....	No. 39		in red on cream gray
Cove and Base..	Flash Type, No. 27	Curtain.....	Red organdy
Trim.....	Cream gray—black accent	Upholstery.....	Red leather

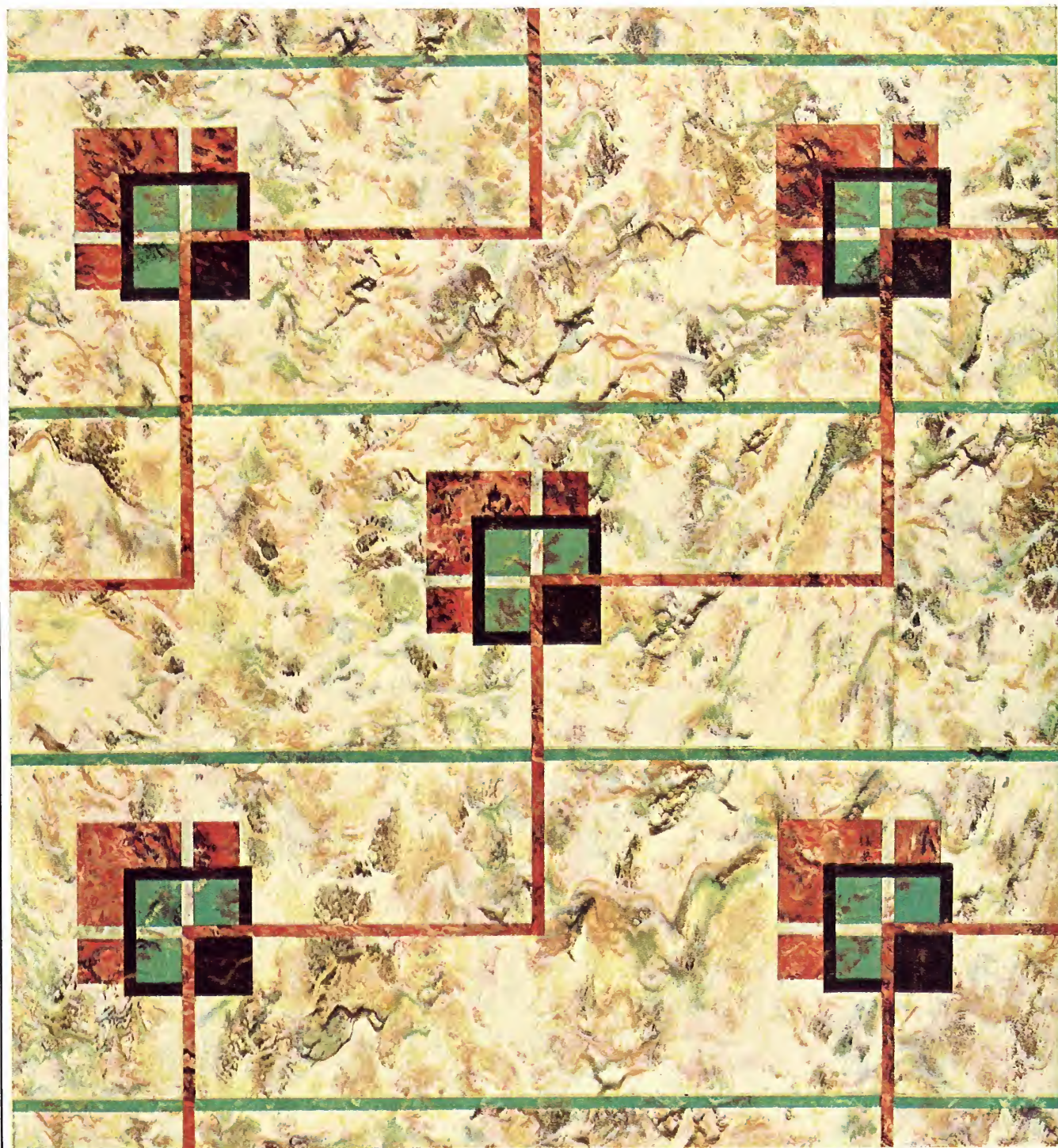
#### Suggested Color Scheme for Breakfast Room

Border.....	No. 27	Wall.....	Paper, bamboo design,
Linostrips.....	Nos. 24 and 27		cream gray on slate gray
Cove and Base..	Flash Type, No. 27	Curtain.....	Gray rayon satin
Trim.....	Cream gray	Upholstery.....	Gray



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 18182 Inlaid Linoflor

Code Word: LFNSD

**Design**—This pattern has a warm variegated background in tan tones which is enhanced with accents of light jade, peach, and walnut. The combination of set-back diagonal and crosswise

interliners presents a smart style note; one well worth stressing. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, restaurants, barber shops, apartment lobbies.

### Suggested Color Scheme for Kitchen

Border.....No. 27	Trim.... Ivory—Chinese red accent
Linostrip.....No. 41	Upholstery..... Chintz—red,
Cove and Base..Flash Type, No. 27	yellow, and black
Wall.... Cream, green, orange paper	Curtain.....Red oiled silk

### Suggested Color Scheme for Restaurant

Border.....No. 27	Trim.....Light green, black accent
Linostrip.....No. 42	Curtain.....Printed chintz, black,
Cove and Base..Flash Type, No. 27	green, and red
Wall.....Light green paint	Upholstery.....Same as curtains



# ARMSTRONG'S INLAID LINOFLOR

ARMSTRONG'S



(2 yards wide only)

(Approximately 1/4 actual size)

## No. 18190 Inlaid LinoFlor

Code Word: LFRBL

**Design**—This is a distinctive arrangement of the popular black, white, and scarlet combination. Accent lines of gray and white are linked by black overlay lines on the white marble field to produce a feeling of movement and add zest to the pattern.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, studies, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, showrooms, restaurants, clubhouses, exhibits, barber shops, tourist cabins, theatres, and radio stations.

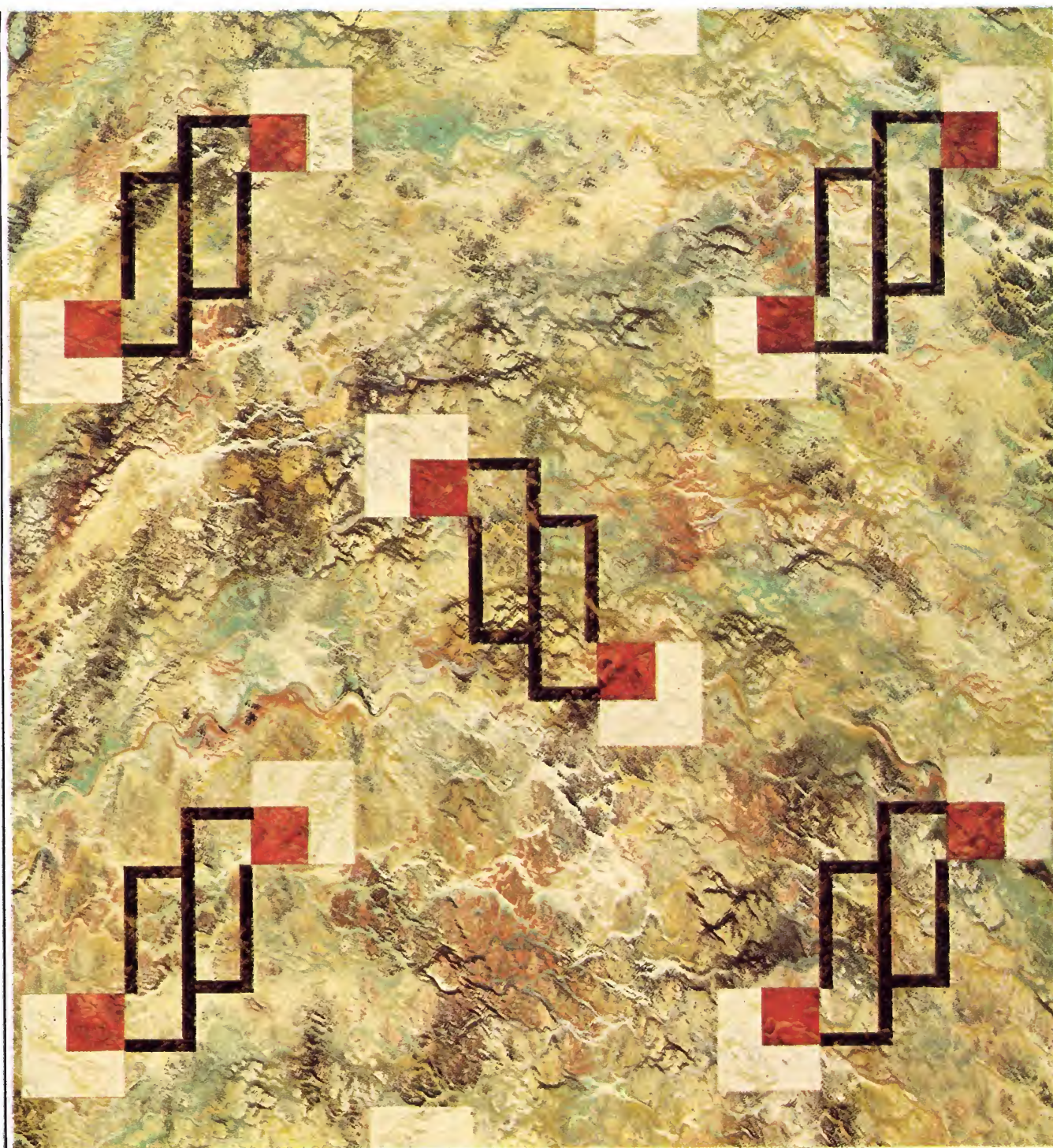
### Suggested Color Scheme for Kitchen

Border.....	No. 39	Trim.....	French gray, red accent
Linostrip.....	No. 24	Curtain.....	Red dotted organdy
Cove and Base..	Flash Type, No. 39	Upholstery.....	Red
Wall.....	Painted French gray		

### Suggested Color Scheme for Study

Border.....	No. 27	Trim.....	White, black accent
Linostrip.....	No. 26	Wall.....	Ship design paper in white, gray, black, and red
Cove and Base..	Flash Type, No. 27	Curtain.....	Fish net





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 18191 Inlaid Linoflor

Code Word: LFRCM

**Design**—This pattern offers another noteworthy treatment of a brand-new design that has wide appeal. Green, ivory, red, white, and black are all skillfully blended in the polychrome marble open ground field. Ivory and scarlet accents are cleverly linked by

ebony lines to provide fresh interest and complete the effect. **Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, small stores, restaurants, barber shops, tourist cabins, coffee shops, dining-rooms, sun porches, studies.

#### Suggested Color Scheme for Kitchen

Border.....	No. 42	Trim.....	Ivory, green accent
Linostrip.....	No. 23	Curtain.....	Fruit design
Cove and Base..	Flash Type, No. 42		chintz, green ground
Wall.....	Painted lettuce green	Upholstery.....	Green or ivory

#### Suggested Color Scheme for Coffee Shop

Border.....	No. 40	Wall.....	Paper in colorful sports
Linostrip.....	No. 27		designs on cream ground
Cove and Base..	Flash Type, No. 40	Curtain.....	Red chintz
Trim.....	Ivory, red accent	Upholstery.....	Red or black





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 18192 Inlaid Linoflor

Code Word: LFREO

**Design**—This antique ivory marbled ground with its interesting scarlet and polychrome overlay has an appealing freshness. Ebony lines artfully link the color blocks, giving an impression of movement in repose. A pattern that has real decorative value.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, libraries, breakfast rooms, rear entries, small and large stores, beauty parlors, offices, night clubs, show-rooms, restaurants, clubhouses, barber shops, tourist cabins.

#### Suggested Color Scheme for Dining-room

Border.....	No. 20	Wall.....	Fern design paper
Linostrip.....	No. 42		in green and tan
Cove and Base..	Flash Type, No. 20	Curtain.....	Green silk gauze
Trim.....	White, green accent	Upholstery.....	Green

#### Suggested Color Scheme for Sandwich Shop

Border.....	No. 39	Wall.....	Textured paper in ivory
Linostrip.....	No. 45		and fawn
Cove and Base..	Flash Type, No. 39	Curtain.....	Red toile
Trim.....	Ivory, red accent	Upholstery.....	Red





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1900 Marbelle Linoflor

Code Word: MLHAN

**Design**—This pattern is new because allover marble effects in Inlaid Linoflor are new. So popular have been the marbled block effects in Inlaid Linoflor that addition of an allover effect is readily understandable. Here, the marbling is composed of a rich

pastel in delicately blended tones of rose-beige and pale green. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, tourist cabins, haberdasheries, dress shops.

#### Suggested Color Scheme for Beauty Shop

Border.....No. 42	Trim.....Light green
Wall.....Painted light green	Curtain.....Green plaid oiled silk

#### Suggested Color Scheme for Bathroom

Border.....No. 23	Trim.....White
Wall.....Pink and white	Curtain.....White oiled silk





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1901 Marbelle Linoflor

Code Word: MLHBE

**Design**—Highly practical are the colorings in this pattern for floor areas that are exposed to considerable tracked-in dust. Due to the skillfully intermixed tones of Venetian red, black, and gold—again in an allover marble effect—this floor requires very little

attention to keep it neat-looking between cleaning periods.  
**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, clubhouses, barber shops.

#### Suggested Color Scheme for Bathroom

Border.....No. 27	Curtain.....Black and white cross-
Cove and Base..Flash Type, No. 27	barred organdy
Wall.....Painted canary yellow	Trim.....Yellow-black accent

#### Suggested Color Scheme for Recreation Room

Border.....No. 41	Cove and Base..Flash Type, No. 41
Wall.....Painted two gray, one	Curtain.....Un glazed chintz in
gray-green, and one white	green, black, orange, white





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1902 Marbelle Linoflor

Code Word: MLHCO

**Design**—With blue, gold, and white always a popular color combination, this new rendering of these colors in a handsome allover marble effect is almost certain to win new friends for the Marbelle-type floor in residences. The cheerfulness of this light pastel

Marbelle coloring suggests many uses for it in the average home. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops, dress shops, and tourist cabins.

#### Suggested Color Scheme for Kitchen

Border.....	No. 29	Trim.....	Cream
Wall.....	Blue and cream	Curtain.....	Blue marquisee
	plaid paper		with white dots

#### Suggested Color Scheme for Dress Shop

Border.....	No. 30	Trim.....	Cream
Wall.....	Painted flat-tone	Curtain.....	Cream glazed chintz with
	delft blue		delft blue floral design





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1903 Marbelle Linoflor

Code Word: MLHIL

**Design**—This is an allover marbled pattern that may readily be adapted to a wide variety of room color schemes. The subtly blended tones of green, red, and gold will be found to pick up the dominant note of many interiors, thus making this pattern

broadly useful for residential areas as well as for stores or offices. **Where to Use**—Kitchens, bathrooms, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, showrooms, restaurants, exhibits, candy stores, and barber shops.

#### Suggested Color Scheme for Restaurant

Border.....	No. 46	Wall.....	Paper, orange plaid
Linostrip.....	No. 41	Curtain.....	Glazed chintz, orange
Cove and Base..	Flash Type, No. 46		and cream design
Trim.....	Cream	Upholstery.....	Orange

#### Suggested Color Scheme for Bathroom

Border.....	No. 42	Upper Wall.....	Green paper
Linostrip.....	No. 45	Curtain.....	Printed voile, yellow,
Cove and Base..	Flash Type, No. 42		orange and green dots
Rug.....	Green	Trim.....	Buff



# ARMSTRONG'S MARBELLE LINOFLOR



(Approximately 1/4 actual size)

(2 yards wide only)

## No. 1904 Marbelle Linoflor

Code Word: MLHUB

**Design**—This light pastel shade in the new Marbelle Linoflor line is enhanced with well-blended veinings of old gold and rose beige as well as with occasional flecks of gray and black marbling.

**Where to Use**—Kitchens, bathrooms, entrance halls, sun porches, recreation rooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, hospitals, barber shops.

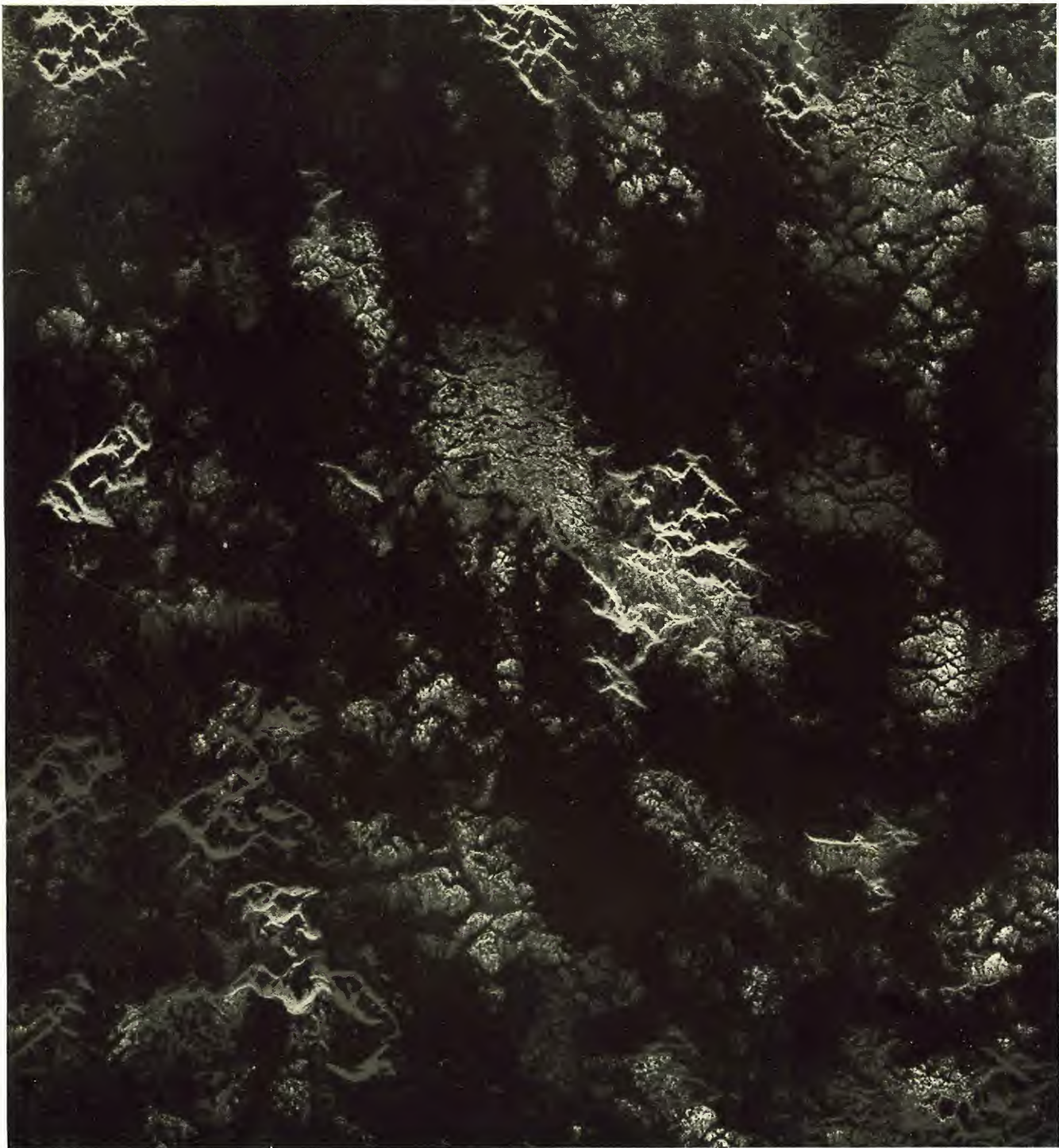
### Suggested Color Scheme for Breakfast Room

Border.....	No. 46	Trim.....	White
Wall.....	Yellow paper with white lattice design	Curtain.....	Brown chintz with floral design

### Suggested Color Scheme for Sun Porch

Border.....	No. 21	Upholstery.....	Dark green
Wall.....	Green plastic paper	Curtain.....	Textured drapery in green and gold
Wood Trim.....	Cream gray		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1905 Marbelle Linoflor

Code Word: MLHOT

**Design**—With marbled black always popular and highly practical, this new effect meets an especially important demand. Skillfully intermixed flecks of white aid in avoiding any hint of formality, making this pattern one that suits any type of room.

**Where to Use**—Kitchens, bathrooms, dining-rooms, sun porches, recreation rooms, studies, breakfast rooms, rear entries, large and small stores, beauty parlors, offices, night clubs, showrooms, restaurants, clubhouses, exhibits, barber shops, and tourist cabins.

#### Suggested Color Scheme for Coffee Shop

Border.....	No. 1905	Wall....	Paper—Regency design in
Linostrip.....	No. 39		red and blue on white
Cove and Base.....	Wood	Curtain.....	Red, white, and
Trim.....	White, red accent		blue striped
		Upholstery.....	Red or blue

#### Suggested Color Scheme for Bookshop

Border.....	No. 1905	Wall.....	Painted medium blue
Linostrips.....	Nos. 29 and 42	Curtain.....	Chintz with green,
Cove and Base.....	Wood		blue, and red on black
Trim.....	Medium blue,	Upholstery.....	Green
	green and black accent		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1906 Marbelle Linoflor

Code Word: MLHPA

**Design**—This stylish new pattern with its predominating hues of black, gold, and orange will combine well with a host of colorful decorative schemes. Its variegated effect makes a fascinating background on which to base a room plan that is truly satisfying.

**Where to Use**—Kitchens, bathrooms, entrance halls, dining-rooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, small and large stores, restaurants, exhibits, barber shops, tourist cabins, radio stations, showrooms, clubhouses.

#### Suggested Color Scheme for Tea Room

Border.....	No. 27	Trim.....	Cream with yellow and black accent
Cove and Base..	Flash Type, No. 27	Curtain.....	Yellow organdy with pleated ruffle in yellow and orange
Wall.....	Paper—yellow and white diamond plaid	Upholstery.....	Yellow

#### Suggested Color Scheme for Kitchen

Border.....	No. 1906	Trim.....	Cream with Chinese red accent
Linostrip.....	No. 41	Curtain.....	Chinese red checked chintz
Cove and Base..	Wood	Upholstery.....	Chinese red
Wall.....	Vegetable paper in bright colors		





(Approximately 1/4 actual size)

(2 yards wide only)

### No. 1907 Marbelle Linoflor

Code Word: MLHVI

**Design**—This brand-new white marbled pattern will tend to give any room a truly distinctive atmosphere. Its fresh, clean quality imparts a general air of neatness and makes it equally appropriate for both home and commercial installations.

**Where to Use**—Kitchens, bathrooms, entrance halls, living-rooms, dining-rooms, sun porches, studies, recreation rooms, libraries, breakfast rooms, rear entries, small and large stores, barber shops, offices, banks, showrooms, schools, churches.

#### Suggested Color Scheme for Bathroom

Border.....	No. 1907	Wall.....	Paper—zodiac design
Linostrip.....	No. 49		in white on coral
Cove and Base.....	Wood	Trim.....	White, black accent
Curtain.....	White organdy	Upholstery.....	White

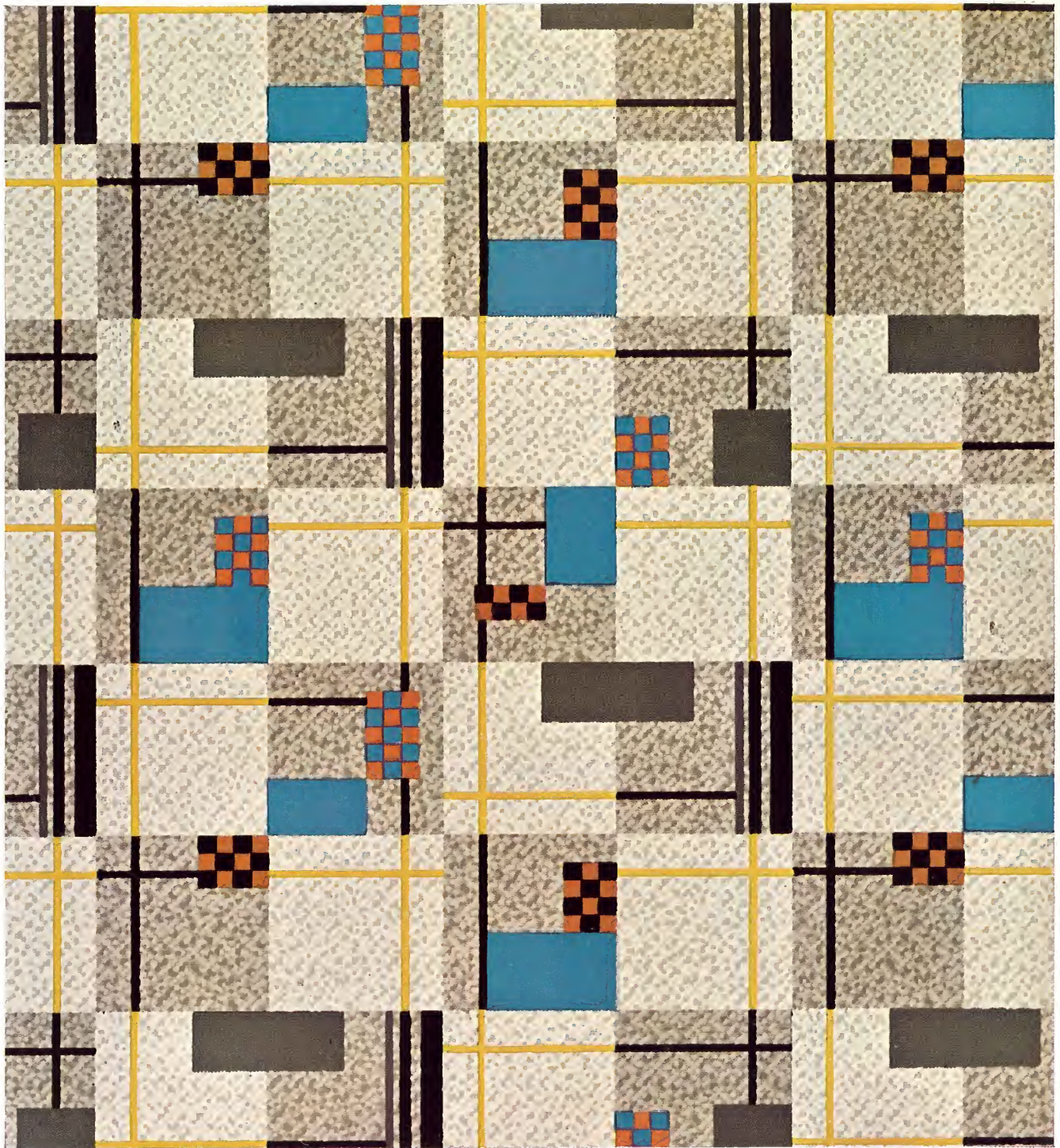
#### Suggested Color Scheme for Barber Shop

Border.....	No. 27	Wall.....	Painted—cactus green
Cove and Base.....	Flash Type, No. 27	Trim.....	Cactus green,
Curtain.....	Gold and		black accent
	silver check oiled silk	Upholstery.....	Black leather



# ARMSTRONG'S PRINTED LINOLEUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8770 Printed Linoleum

Code Words: 2 yards...EPBAL, 4 yards...EPBCM

**Design**—Effectively combining the modern with the traditional is the design of this pattern. While the general effect is modern, the background has a colonial texture. The coloring is a two-tone taupe ground with checkered accents in black, blue, and orange.

Note also the overlay tracery lines superimposed on the field.  
**Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, candy stores.

### Suggested Color Scheme for Barber Shop

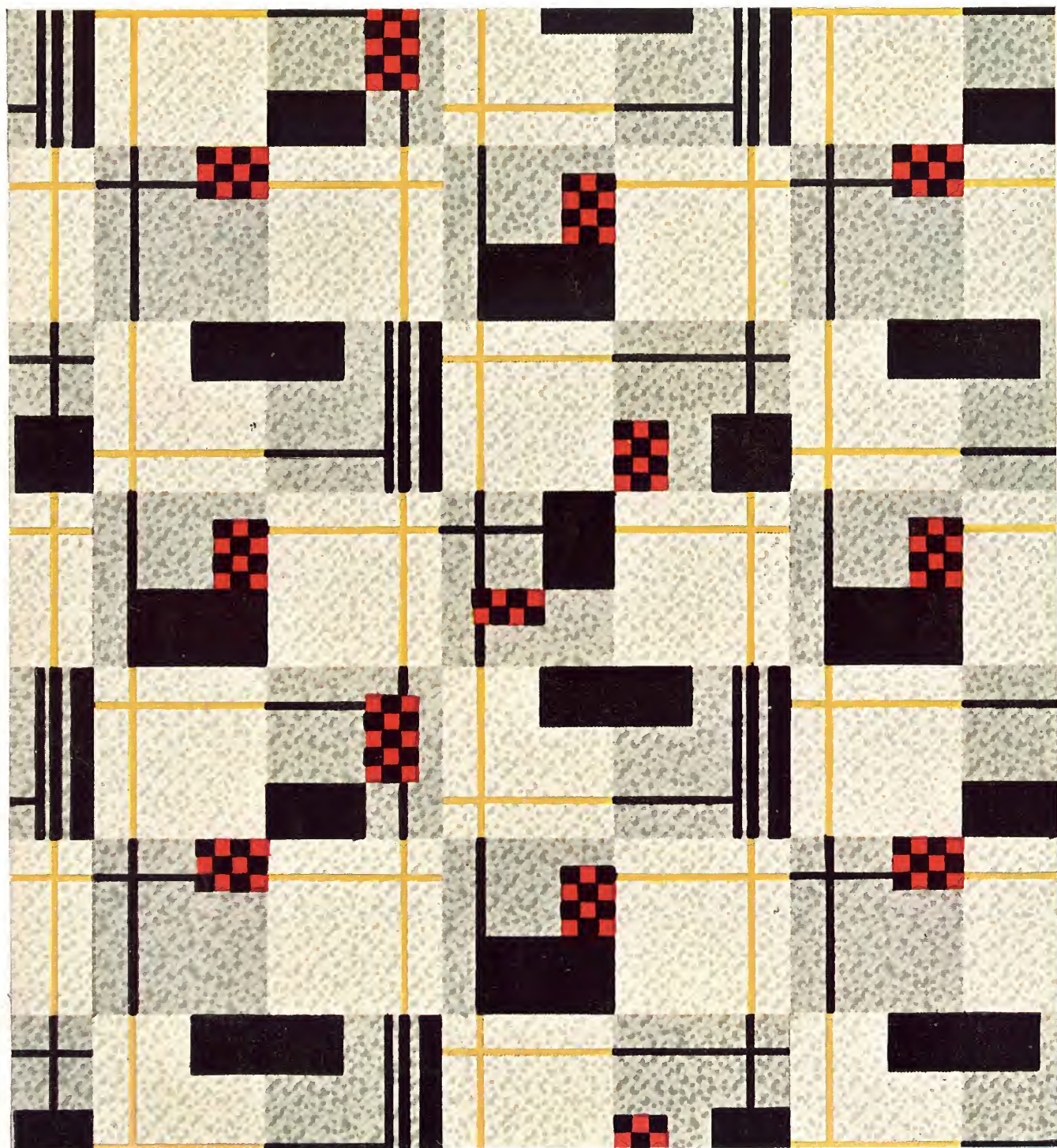
Wall.....Painted blue      Curtain.....Ivory batiste with  
Trim.....Blue with ivory stripe      blue and red flowers

### Suggested Color Scheme for Breakfast Room

Wall.....Yellow and white      Trim.....Cream gray  
plaid paper      Curtain.....Yellow printed lawn



# ARMSTRONG'S PRINTED LINOLEUM



ARMSTRONG'S

(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8772 Printed Linoleum

Code Words: 2 yards...EPBFP, 4 yards...EPBGP

**Design**—In this up-to-the-minute version of the modern overlay treatment, small-scale clusters of red and black squares add brilliance to the ground of ivory and gray blocks. Sharply contrasting

overlay lines of black and gold provide additional smartness. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, as well as small stores, beauty parlors, and barber shops.

### Suggested Color Scheme for Haberdashery

Wall.....Gray oatmeal paper      Curtain.....Black, gray, red, and  
Trim.....Black with red stripe      yellow plaid gingham

### Suggested Color Scheme for Lavatory

Wall....Silver and white square-  
figured paper      Trim.....White  
Curtain.....Red chintz



# ARMSTRONG'S PRINTED LINOLEUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8773 Printed Linoleum

Code Words: 2 yards...EPUAN, 4 yards...EPUBO

**Design**—Here is a new and appealing coloring of a design that has won wide acceptance. Frankly modernistic in feeling, this pattern embodies a combination of design elements that suggests any number of highly interesting new decorative schemes. Against

the soft taupe background, the strong accents of Venetian red and the gold and black overlay lines show off to excellent advantage. **Where to Use**—Kitchens, bathrooms, sun porches, studies, recreation rooms, breakfast rooms, rear entries, tourist cabins.

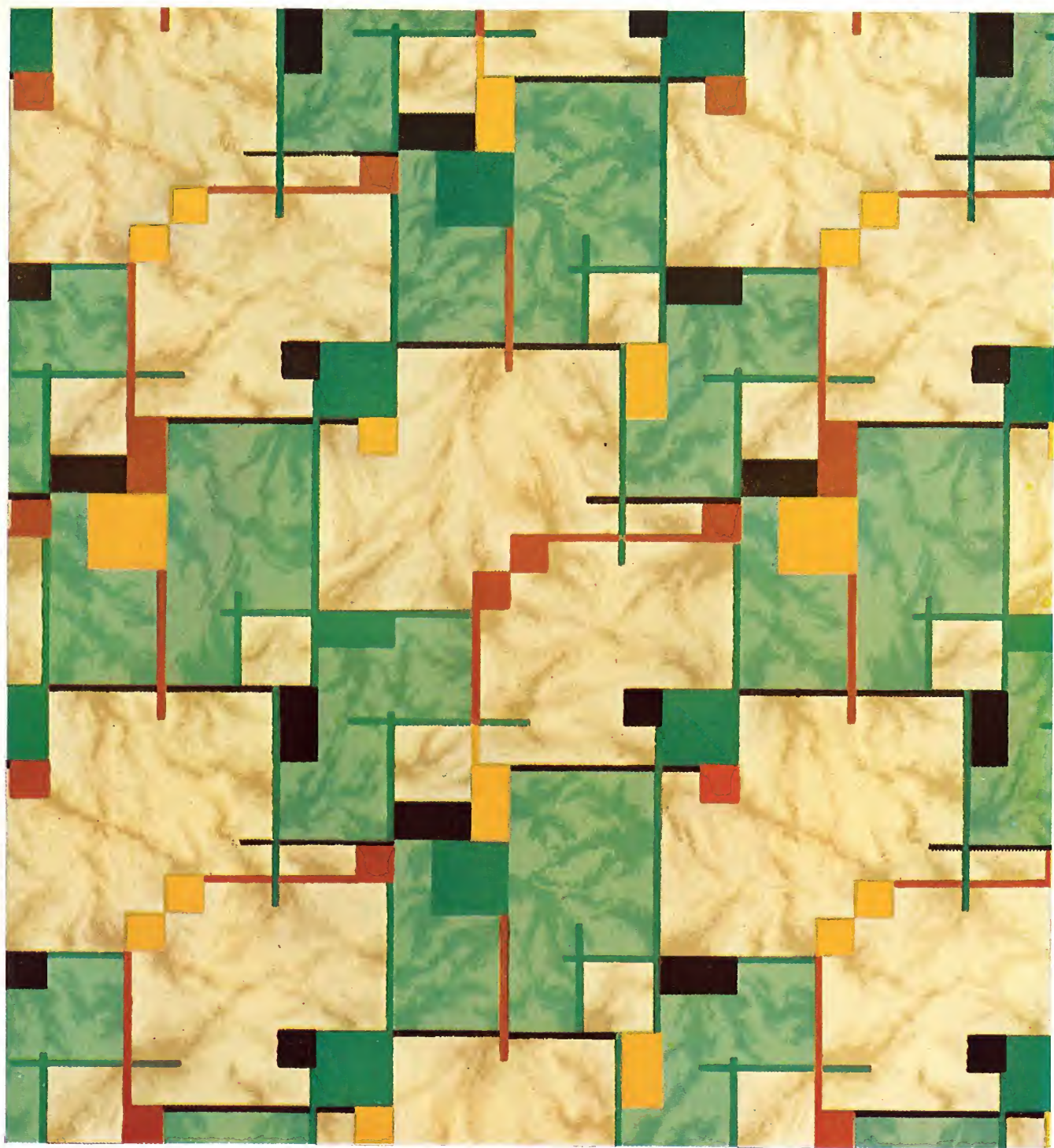
### Suggested Color Scheme for Recreation Room

Cove and Base, Wood painted brown	Wall . . . . . Orange paper with
Trim . . . . . Brown	brown design
Upholstery . . . . . Beige	Curtain . . . . . Brown chintz

### Suggested Color Scheme for Tourist Cabin

Cove and Base . . . . . Wood painted	Curtain . . . . . Orange glazed chintz
light tan	with brown and white design
Wall . . . . . Tan and white plaid paper	Trim . . . . . Light tan





(Approximately 1/4 actual size)

(2 and 4 yards wide)

### No. 8780 Printed Linoleum

Code Words: 2 yards...EPBHQ, 4 yards...EPBIR

**Design**—This smart pattern is created by combining the exclusive Mellow Tone Marble background with large contrasting tiles and overshot interliners. This cool rendition of the design is

in tan and green, accented with red, gold, and dark brown. **Where to Use**—Kitchens, bathrooms, sun porches, breakfast rooms, rear entries, beauty parlors, tourist cabins, small shops.

#### Suggested Color Scheme for Beauty Shop

Cove and Base.....Wood	Trim.....Dark brown
Wall.....Yellow paper with brown stars	Curtain.....Plain brown chintz
	Upholstery.....Yellow leather

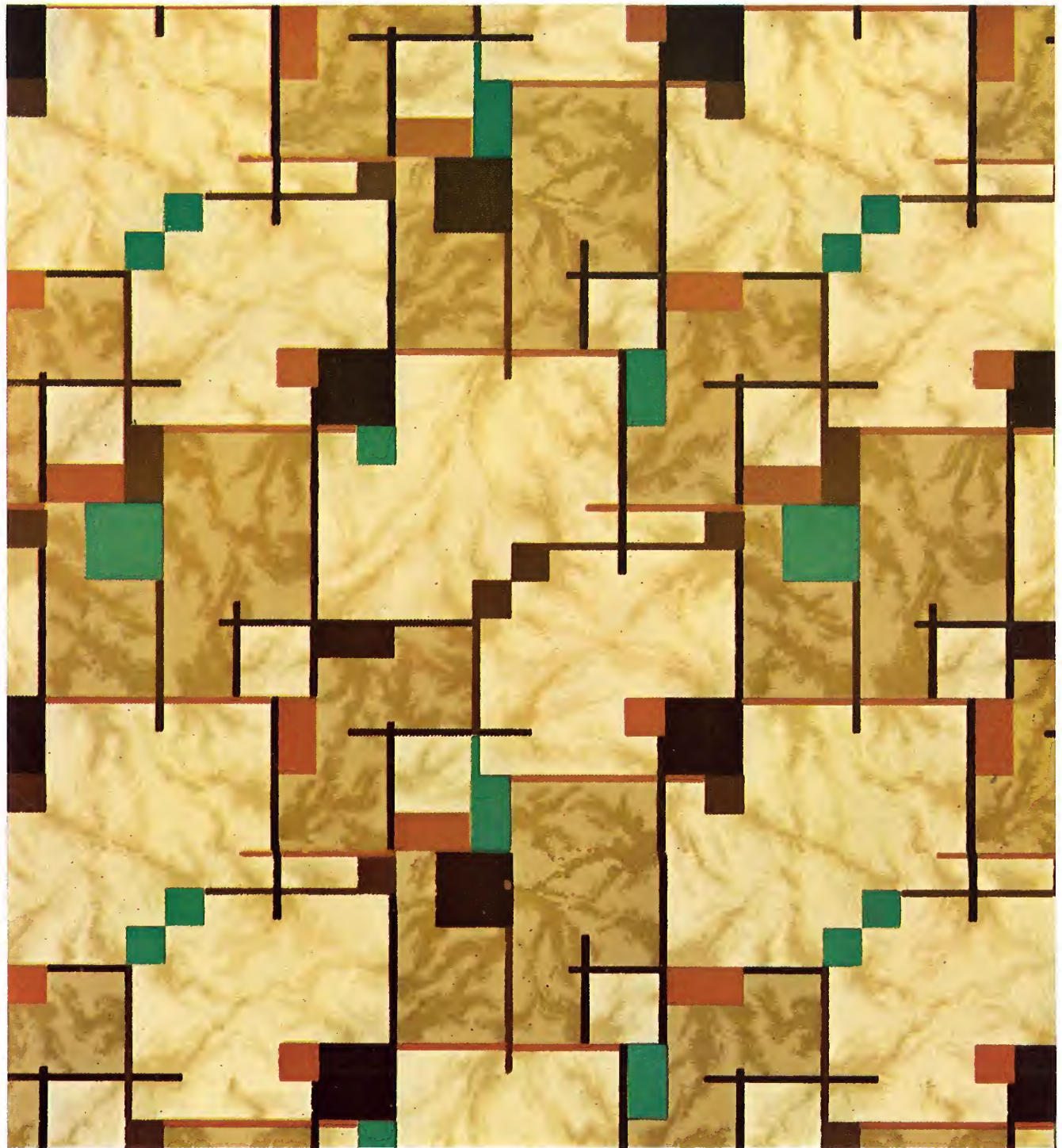
#### Suggested Color Scheme for Kitchen

Cove and Base.....Wood	Curtain.....Plaid gingham with red background—green and white overplaid
Wall.....Fawn paint	
Trim.....Fawn and red	



# ARMSTRONG'S PRINTED LINOLEUM

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8781 Printed Linoleum

Code Words: 2 yards...EPBJS, 4 yards...EPBKT

**Design**—Here is a warm coloring of a popular design which features smart overshoot interliners, and exclusive Armstrong Mellow Tone Marbling of the large background blocks. Browns predominate throughout this entire coloring, ranging from a light

tan through coffee and chocolate browns to a burnt umber. **Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, exhibits, barber shops, tourist cabins, tea rooms, gift shops, coffee shops.

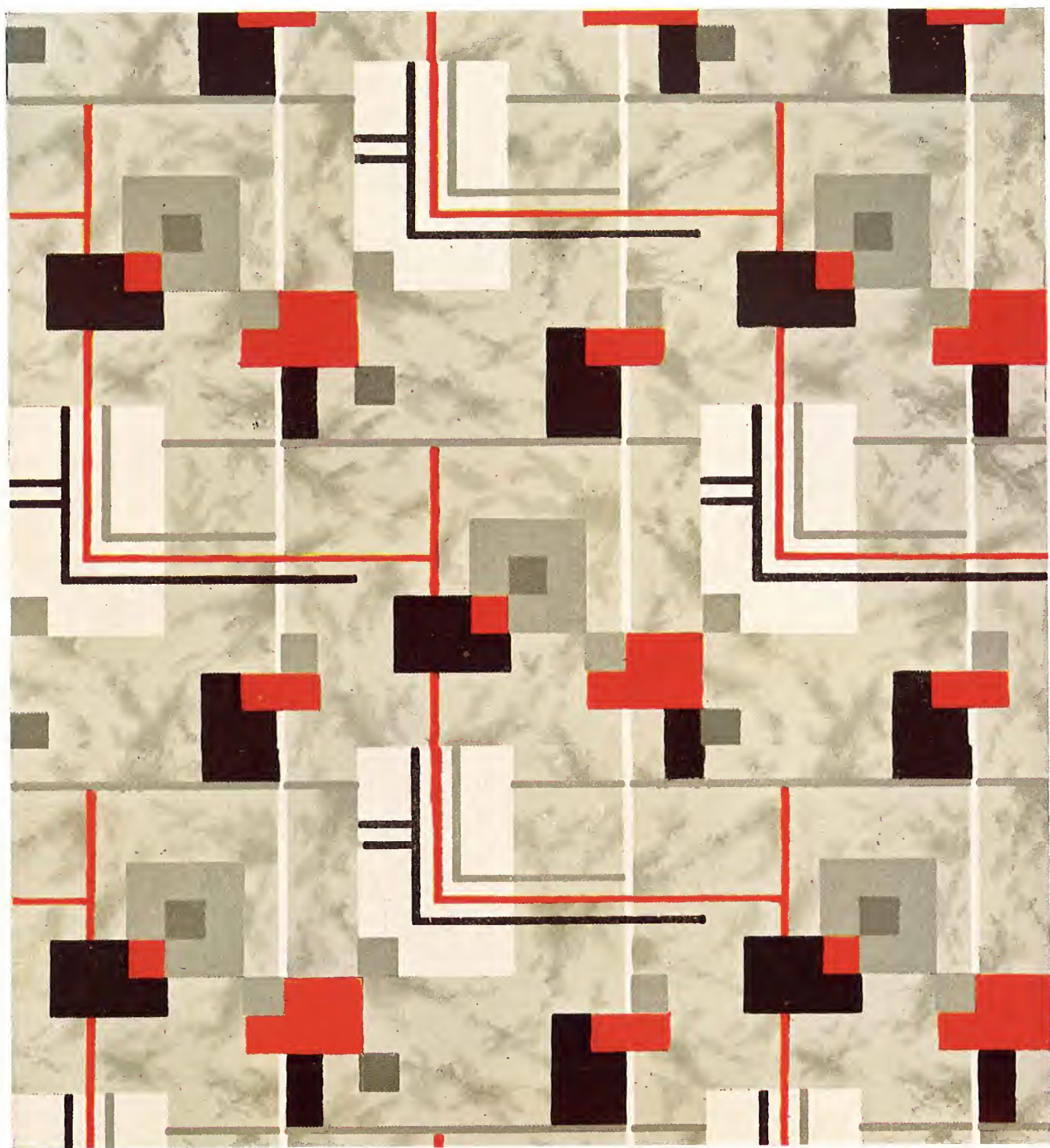
### Suggested Color Scheme for Tourist Cabin

Wall... Painted buff; ceiling, green	Curtain... Printed voile in blue, green, yellow, terra cotta
Trim... Buff and green	Rug... Brown
Upholstery... Brown and green	

### Suggested Color Scheme for Kitchen

Wall... Paper—white background with red square design	Trim... Ivory white, olive green accent
Curtain... Red chintz	Upholstery... Same as curtain





(Approximately 1/4 actual size)

(2 and 4 yards wide)

### No. 8790 Printed Linoleum

Code Words: 2 yards...EPKAH, 4 yards...EPKNE

**Design**—Black and red accents on a field of white or gray form an attractive color scheme for many rooms. In this rendering of a tried-and-true design effect, strongly modernistic overlays form

a network of color over a ground of white and Mellow Tone gray.  
**Where to Use**—Kitchens, bathrooms, breakfast rooms, rear entries, small stores, beauty parlors, restaurants, barber shops.

#### Suggested Color Scheme for Kitchen

Wall.....Gray paint  
Trim.....Gray and red

Curtain.....Red and white plaid  
                  oiled silk

#### Suggested Color Scheme for Bathroom

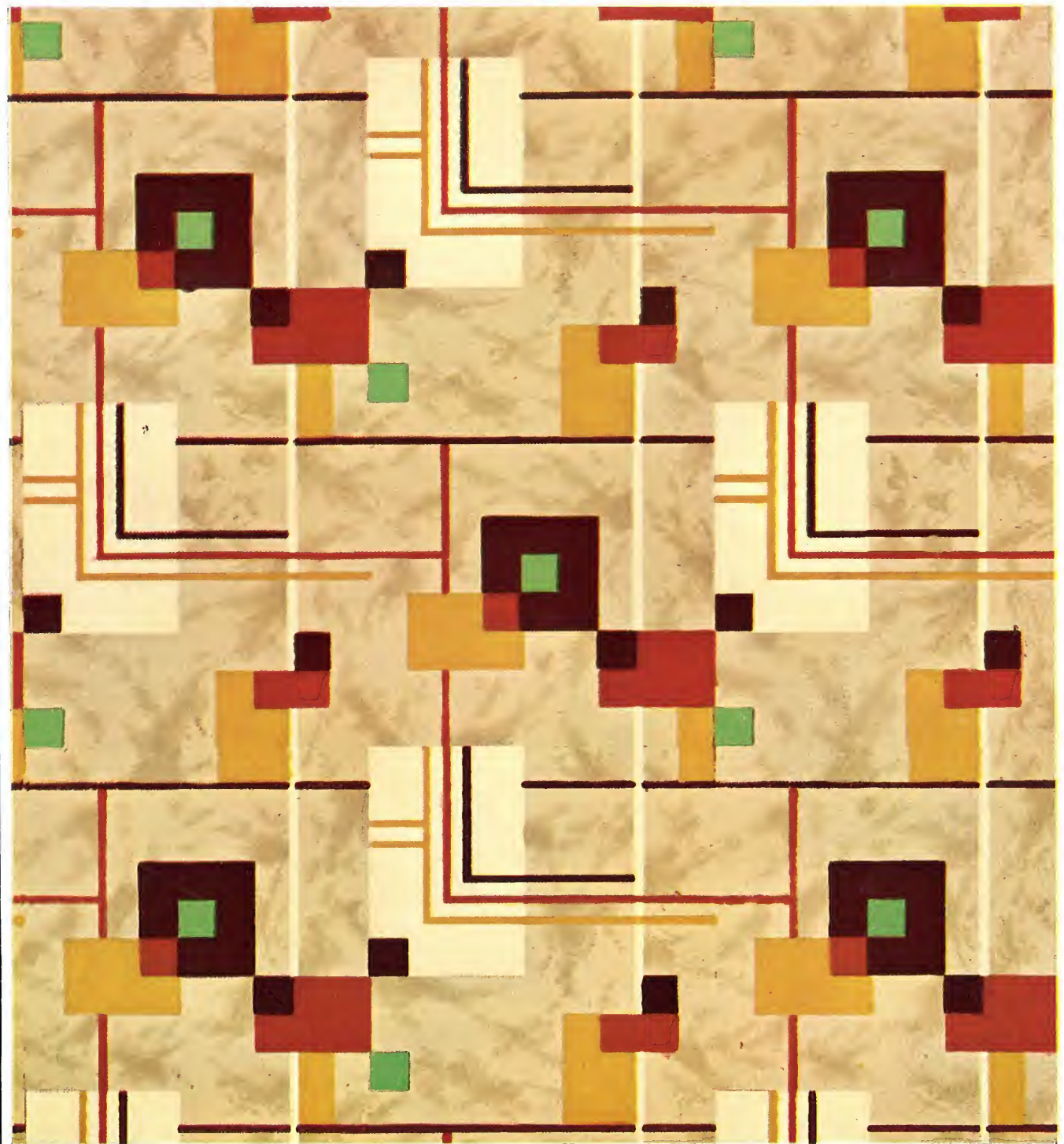
Wall...Gray and white dotted paper  
Trim.....White

Curtain.....Red organdy  
Rug.....Gray



# ARMSTRONG'S PRINTED LINOLEUM

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(Approximately 1/4 actual size)

(2 and 4 yards wide)

## No. 8791 Printed Linoleum

Code Words: 2 yards...EPKIK, 4 yards...EPKOT

**Design**—Against soft tones of ivory and sand, accents and overlays in Mediterranean shades of green, brick red, dark brown, and gold provide a welcome freshness of treatment. The modernistic

feeling of this pattern is tempered by the textured overlay. **Where to Use**—Kitchens, bathrooms, nurseries, recreation rooms, breakfast rooms, small stores, beauty and barber shops.

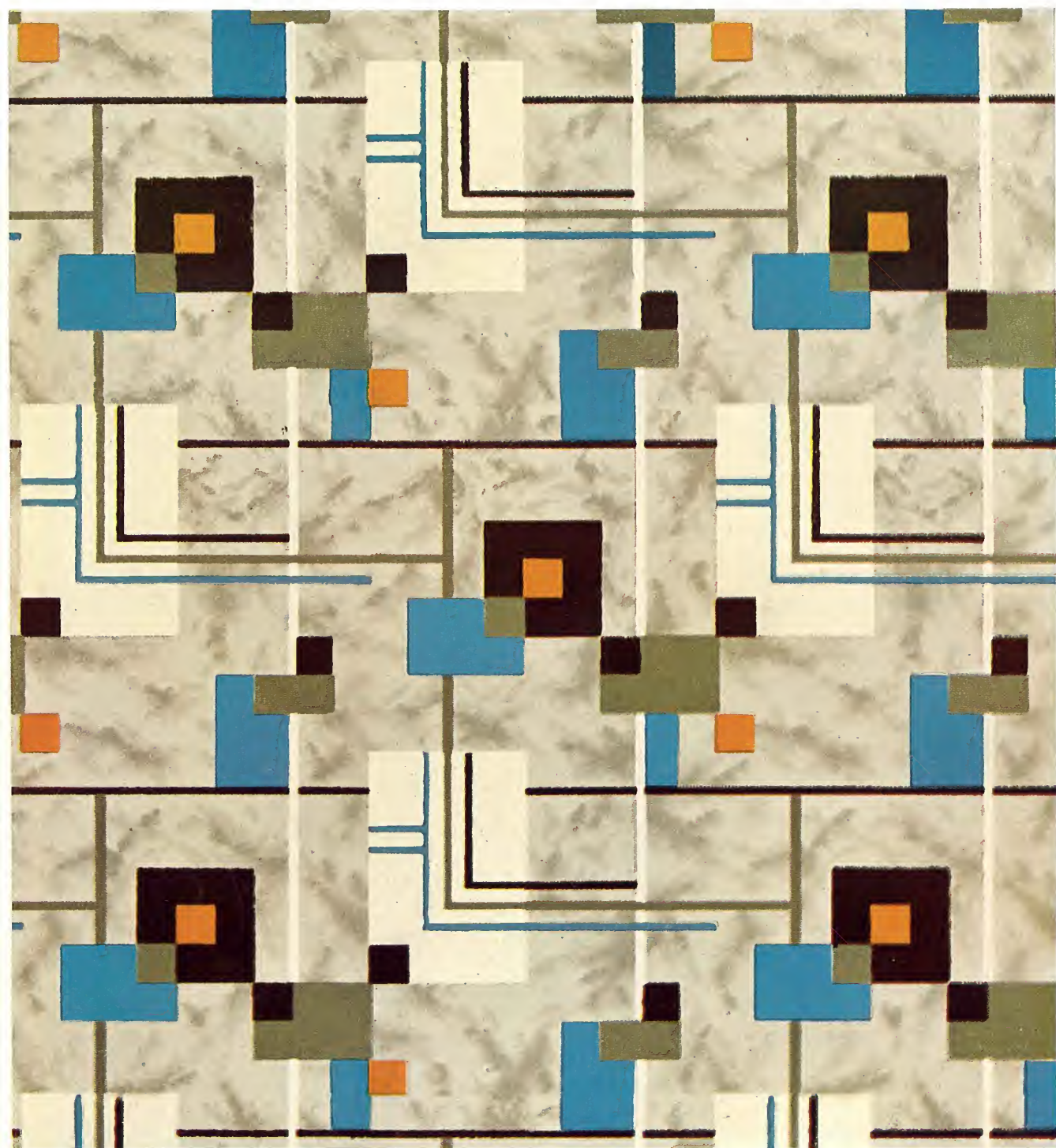
### Suggested Color Scheme for Sports Shop

Wall.....Dark green plain paper  
Trim.....Ivory  
Curtain.....Ivory and brown  
rough texture cloth

### Suggested Color Scheme for Nursery

Wall.....Buff painted wall  
Trim.....Buff, red, brown  
Curtain.....Brown chintz with  
stars in red, yellow, white





(Approximately 1/4 actual size)

(2 and 4 yards wide)

**No. 8792 Printed Linoleum**

Code Words: 2 yards...EPUCP, 4 yards...EPUER

**Design**—Latest coloring of a most successful design, this pattern has a soft gray Mellow Tone ground against which are overlaid modern accent blocks in delft blue, orange, burnt umber, and

gray. Tracery lines also are in delft blue, burnt umber, and gray.  
**Where to Use**—Kitchens, bathrooms, recreation rooms, breakfast rooms, rear entries, beauty parlors, barber shops, and playrooms.

**Suggested Color Scheme for Kitchen**

Cove and Base.....Wood painted white	Curtain.....Orange and white seersucker
Wall.....Painted blue	Trim.....White

**Suggested Color Scheme for Playroom**

Cove and Base.....Wood painted delphinium blue	Trim.....Delphinium blue
Wall.....Painted ivory	Upholstery.....Warm gray
	Curtain.....Blue and white chintz



# ARMSTRONG'S PASSAGE LINOLEUM

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**No. 100 Passage Linoleum**

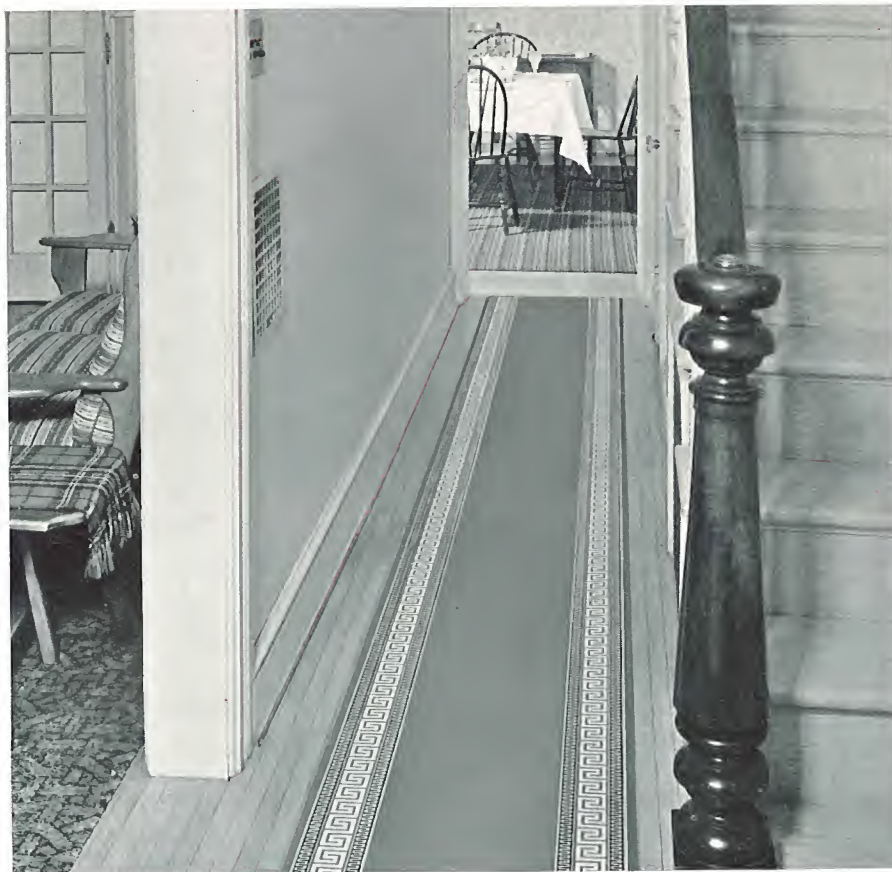
(Approximately 1/6 actual size) 24 inches wide only  
Code Word: SHOP



**No. S132 Passage Linoleum**

(Approximately 1/6 actual size) 24 inches wide only  
Code Word: SCECAPH

*From the standpoint of decoration, hallway floors are a No Man's Land in the average home or small apartment building. Either left uncovered, or covered with some makeshift, they are unattractive and hard to keep neat. For such areas, Armstrong's Passage Linoleum provides an economical flooring.*







**ARMSTRONG'S QUAKER RUGS ARE BARGAINS IN BEAUTY  
THAT OFFER APPEALING VARIETY OF DESIGNS**

Among the new Armstrong's Quaker Rugs for 1940 will be found a number of colorful floral designs developed to meet the insistent demand for this popular type of pattern. Colonial type rugs with flower clusters which resemble dainty sampler stitching work, as well as delicately textured designs, also are available to add new beauty to many different rooms. Softly-toned leaf patterns—in gay, new colors—meet the prevailing popularity of this widely useful

design effect. In line with the wide usage of Early American furnishings are charming Colonial needle-point designs. Armstrong's offering of easy-to-clean rugs also includes many distinctive tile effects. In short, there are patterns to suit every taste and to harmonize with every style of home decoration.

In the dining-room above, Armstrong's Quaker Rug No. 4728, a handsome fern-leaf design, adds beauty. This exclusive rug has a stylish graduated border.



## LARGE RUGS, 12-FOOT-WIDE FLOOR COVERING, AND SAFETY-BACK ARE EXCLUSIVE WITH ARMSTRONG'S FELT-BASE PRODUCTS

ONLY the Armstrong Line of felt-base rugs and floor covering today offers rugs that are larger than the conventional 9 x 12-foot standard size, and the extra-wide 12-foot width in floor covering which makes possible wall-to-wall installations with fewer seams and without matching waste. Both the Quaker and Standard grades possess the above unique advantages. Quaker Floor Covering has the exclusive new Safety-Back feature, which permits pasting this felt-base floor covering direct to the floor and removing it easily at any time without damaging the floor beneath.

### ROOM-SIZE RUGS

Today's trend in home furnishing is toward rugs that almost completely cover an entire room area. This has developed not only because of the dictates of taste, but also because the size of residential rooms has increased. For years, large rooms have been common in farmhouses and in city homes in certain sections. But today, the trend to larger rooms is country-wide. Recent studies indicate that the size of all rooms except baths in both houses and apartments averages 12'9" x 16'. Place a 9 x 12-foot rug in such a room and you have nearly a two-foot margin of bare floor around it, while a 12 x 15-foot rug fits the room within a few inches of the walls. Every homemaker knows that rugs of larger proportions give the impression of greater area and more luxury to the room itself.

To meet the demand for larger-sized rugs, Armstrong installed special exclusive equipment for the manufacture of bigger, easy-to-clean Quaker Rugs. Now they can be obtained in two extra-large sizes—12 x 12 and 12 x 15 feet. These larger rugs, which are made only by Armstrong, fit into average size rooms much more attractively and cut down floor upkeep as well. The extra cost for a 12 x 12-foot or a 12 x 15-foot Quaker Rug as compared with a 9 x 12-foot rug is small, and the advantages of the larger rug far outweigh the slight difference in price.

### EXTRA-WIDE FLOOR COVERING

Since a felt-base floor normally shows wear first at the seams, it is obvious that a seamless floor, or one with a minimum of seams, has a strong appeal for the consumer. Furthermore, homemakers know that seams usually make housekeeping harder.

Both Quaker and Standard Floor Covering are available in the full four-yard width. Merchants and consumers alike appreciate this exclusive feature because it means that floors may be covered in a more workmanlike manner. In many cases the greater width permits seamless one-piece installations on floors which formerly would have required two strips of

material. The elimination of matching waste is another advantage of Quaker and Standard Floor Covering in creating seamless floors. Frequently, a one-piece floor can be made to cover two adjoining rooms without a seam by using 12-foot-wide floor covering.

### SAFETY-BACK

Another exclusive Armstrong feature—Safety-Back on Quaker Floor Covering—also is appreciated by merchants and customers. This backing, as pointed out above, makes it possible to paste felt-base floor covering direct to wood floors and to remove it at any time without damaging the subfloor. When felt-base is pasted down, loose edges and overlapped seams are eliminated and a better installation is obtained. With ordinary felt-base, pasting direct to wood floors with all its advantages, is highly impractical because the goods will not come loose without great difficulty when the time comes for removal. Quaker Floor Covering with Safety-Back eliminates that problem and permits the material to be pasted down and easily removed later. Safety-Back also makes it unnecessary for the mechanic to return to the job to retrim the goods. Safety-Back on Quaker Floor Covering may be identified by its mottled red coloring.

### PRODUCTS DEFINED

Since some persons occasionally become confused, between linoleum and felt-base, the following brief definitions may be of assistance to them in making clear the difference between linoleum and felt-base.

Linoleum is a mixture of oxidized linseed oil, finely ground cork, resins, fillers, and color pigments pressed on a burlap backing. In Inlaid linoleum, the colors run all the way through to the burlap backing. In Printed linoleum, the colors are printed on a plain linoleum surface with high gloss paints, but the backing is also burlap. Felt-base floor covering may be easily distinguished from Printed linoleum because its backing is not burlap but a special type of flooring felt made from selected rag fibres.

### GOODS CAREFULLY MADE

While Armstrong's Felt-Base goods are less expensive than Armstrong's Linoleum, the same conscientious care goes into the making of felt-base as into linoleum. Raw materials are the best obtainable. Chemists test these ingredients daily. If any material falls below Armstrong's rigid standards, it is rejected. Armstrong workmen know their jobs and have had years of experience making felt-base. They take pride in their work, and that pride is reflected in the quality products sold under the Quaker and Standard labels.



# ARMSTRONG'S QUAKER RUGS

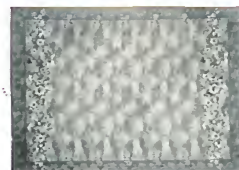
ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4567 Armstrong's Quaker Rug

3' x 9'.....QREEI	7½' x 9'.....QRUGS	9' x 12'.....QRUIC
3' x 12'.....QREFJ	9' x 9'.....QRLBZ	9' x 15'.....QRLCY
6' x 9'.....QRUFU	9' x 10½'.....QRUHR	12' x 12'.....QREGL
6' x 12'.....QRIYA		12' x 15'.....QREHK





# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4595 Armstrong's Quaker Rug

6' x 9' .....QRJEZ

7½' x 9' .....QRJUJ  
9' x 10½' .....QRKAM

9' x 12' .....QRKIK



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4606 Armstrong's Quaker Rug

3' x 9'.....QREIF	7½' x 9'.....QRHOU	9' x 12'.....QRHPI
3' x 12'.....QREJE	9' x 9'.....QRHOY	9' x 15'.....QRHPU
6' x 9'.....QRHOR	9' x 10½'.....QRHPA	12' x 12'.....QREKD
6' x 12'.....QRIUB		12' x 15'.....QRELC



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4635 Armstrong's Quaker Rug

3' x 9'.....QREMT	6' x 12'.....QRILD	9' x 15'.....QRFLK
3' x 12'.....QRENU	7½' x 9'.....QRAUC	12' x 12'.....QREOV
6' x 9'.....QRATH	9' x 10½'.....QRAVA	12' x 15'.....QREPW
	9' x 12'.....QRAWO	





(Approximately 1/6 actual size)

No. 4636 Armstrong's Quaker Rug

3' x 9'.....QREQX	7½' x 9'.....QRAYV	9' x 12'.....QRBVD
3' x 12'.....QREXY	9' x 9'.....QRAZI	9' x 15'.....QRDES
6' x 9'.....QRAXE	9' x 10½'.....QRBIG	12' x 12'.....QRESZ
6' x 12'.....QRITE		12' x 15'.....QRETM



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4665 Armstrong's Quaker Rug

3' x 9'.....QREUN  
3' x 12'.....QREVO  
6' x 9'.....QRJAM  
6' x 12'.....QRISI

7½' x 9'.....QRJBO  
9' x 9'.....QRJCL  
9' x 10½'.....QRJMD

9' x 12'.....QRJNE  
9' x 15'.....QRJOF  
12' x 12'.....QREWP  
12' x 15'.....QREXQ





### LARGE SIZES MAKE ARMSTRONG'S QUAKER RUGS SUITABLE FOR MANY ROOMS IN THE HOME

Designs in keeping with modern style trends, combined with warm, delicately blended colors, make Armstrong's Quaker Rugs eminently suitable for living-rooms, dining-rooms, bedrooms, nurseries, studies, and many other rooms in the house, as well as for kitchens.

Because of their smooth surface, Armstrong's Quaker Rugs offer many practical advantages for living-rooms. Removal of dust and lint is merely a matter of effort-

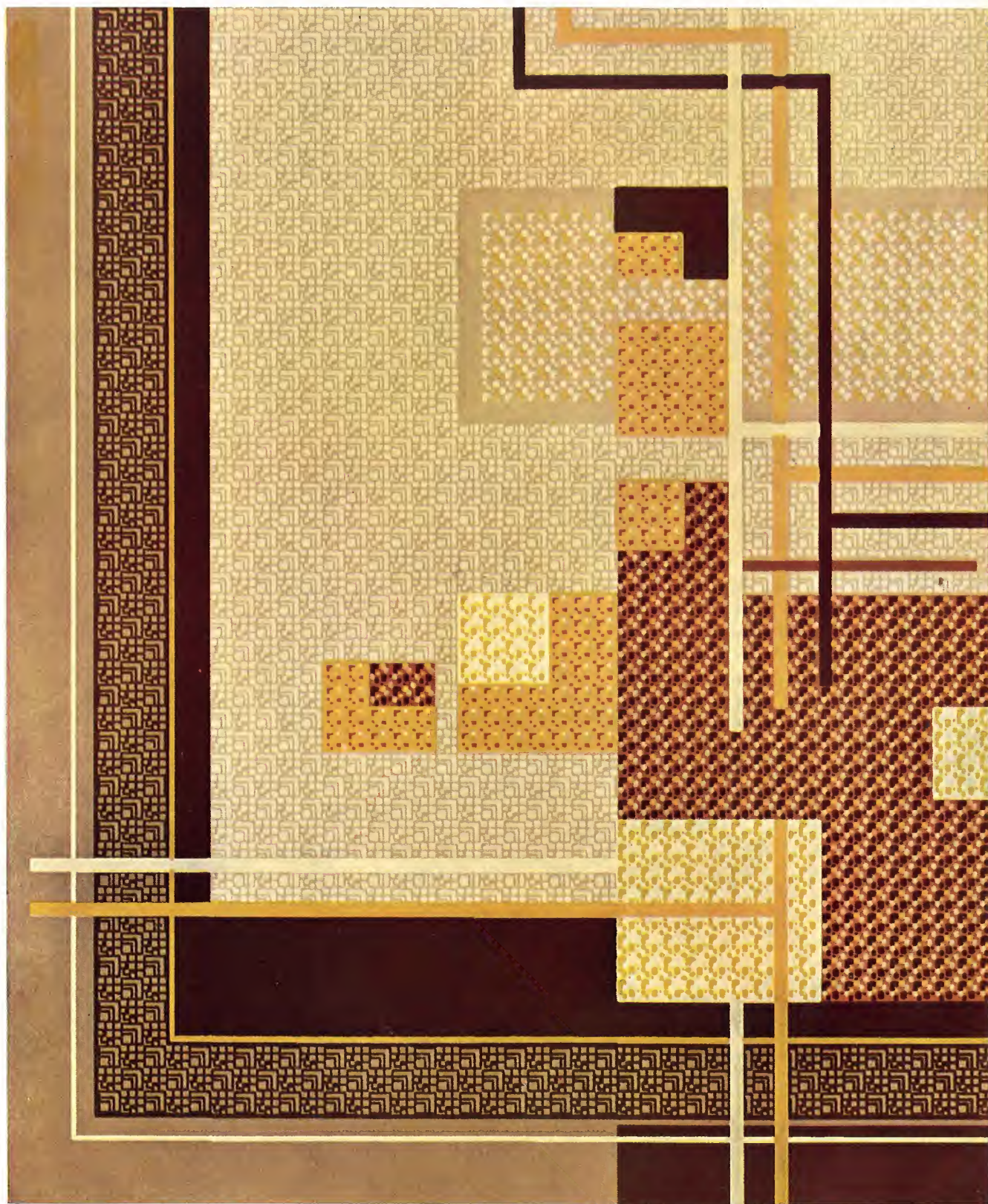
less dry-mopping. Another important feature of these easy-to-clean rugs is the fact that they are available in extra-large sizes up to 12 x 15 feet. This exclusive Armstrong development has contributed largely to broadening the usage of these colorful rugs.

In the attractive room above, Armstrong's Quaker Rug No. 4675, a smart modernistic design, blends harmoniously with furnishings and accessories.



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4675 Armstrong's Quaker Rug

3' x 9'.....QRGJX	7½' x 9'.....QRFCO	9' x 12'.....QRCCQ
3' x 12'.....QRGKO	9' x 9'.....QRFED	9' x 15'.....QRCDR
6' x 9'.....QRFBY	9' x 10½'.....QRCBP	12' x 12'.....QRCS
6' x 12'.....QRIOL		12' x 15'.....QRCFT



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4695 Armstrong's Quaker Rug

3' x 9'.....QRACD	7½' x 9'.....QRAIJ	9' x 12'.....QRALM
3' x 12'.....QRAEF	9' x 9'.....QRAJK	9' x 15'.....QRAMN
6' x 9'.....QRAFG	9' x 10½'.....QRAKL	12' x 12'.....QRAOP
6' x 12'.....QRIKO		12' x 15'.....QRAPQ



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



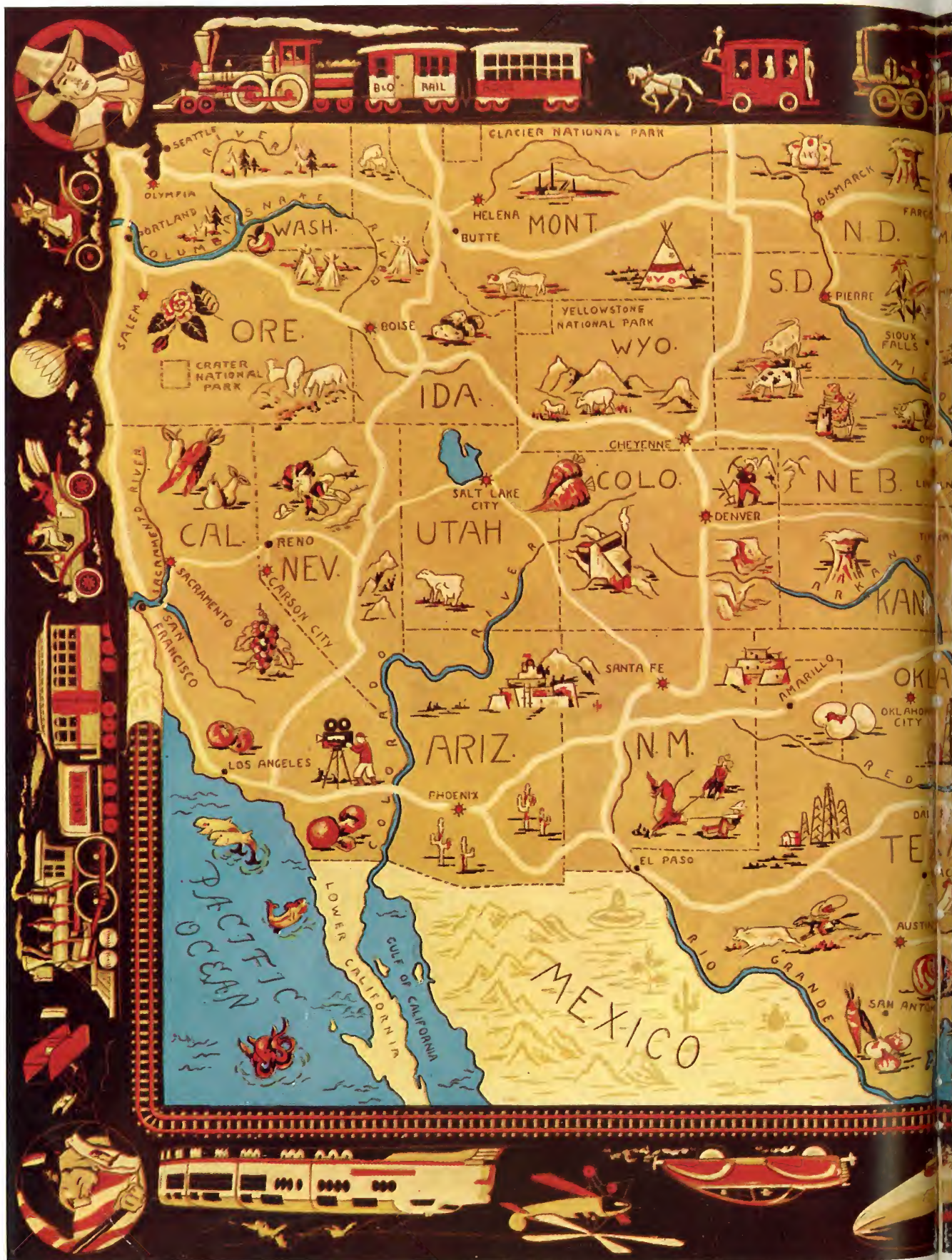
(Approximately 1/6 actual size)

## No. 4725 Armstrong's Quaker Rug

3' x 9'.....	QRGNJ	7 1/2' x 9'.....	QRGQH	9' x 12'.....	QRGSF
3' x 12'.....	QRGOM	9' x 9'.....	QRHFT	9' x 15'.....	QRHGV
6' x 9'.....	QRGPI	9' x 10 1/2'.....	QRGRG	12' x 12'.....	QRGTE
6' x 12'.....	QRIIR			12' x 15'.....	QRGVD

[ See pages 232 and 233  
for Map Rug No. 4705. ]





(Approximately 1/8 actual size)

**No. 4705 Armstrong's Quaker Rug**

6' x 9'.....QRBHU





No. 4705 Armstrong's Quaker Rug

6' x 9'.....QRBHU

(Approximately 1/8 actual size)



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4726 Armstrong's Quaker Rug

3' x 9'.....	QRGXC	7½' x 9'.....	QRICF	9' x 12'.....	QRIJG
3' x 12'.....	QRGYB	9' x 9'.....	QRHIX	9' x 15'.....	QRHJZ
6' x 9'.....	QRIAC	9' x 10½'.....	QRIGY	12' x 12'.....	QRIMH
6' x 12'.....	QRIHT			12' x 15'.....	QRINJ



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4727 Armstrong's Quaker Rug

3' x 9'.....QRAAB	6' x 12'.....QRIFU	9' x 12'.....QRANY
3' x 12'.....QRABU	7½' x 9'.....QRAGW	12' x 12'.....QRAQZ
6' x 9'.....QRADR	9' x 10½'.....QRAHX	12' x 15'.....QRCAC



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4728 Armstrong's Quaker Rug

3' x 9'.....QRCGF	6' x 12'.....QRIEV	9' x 12'.....QRCLK
3' x 12'.....QRCHG	7½' x 9'.....QRCJI	12' x 12'.....QRCOL
6' x 9'.....QRCIH	9' x 10½'.....QRCKJ	12' x 15'.....QRCSM



# ARMSTRONG'S QUAKER RUGS



(Approximately 1/6 actual size)

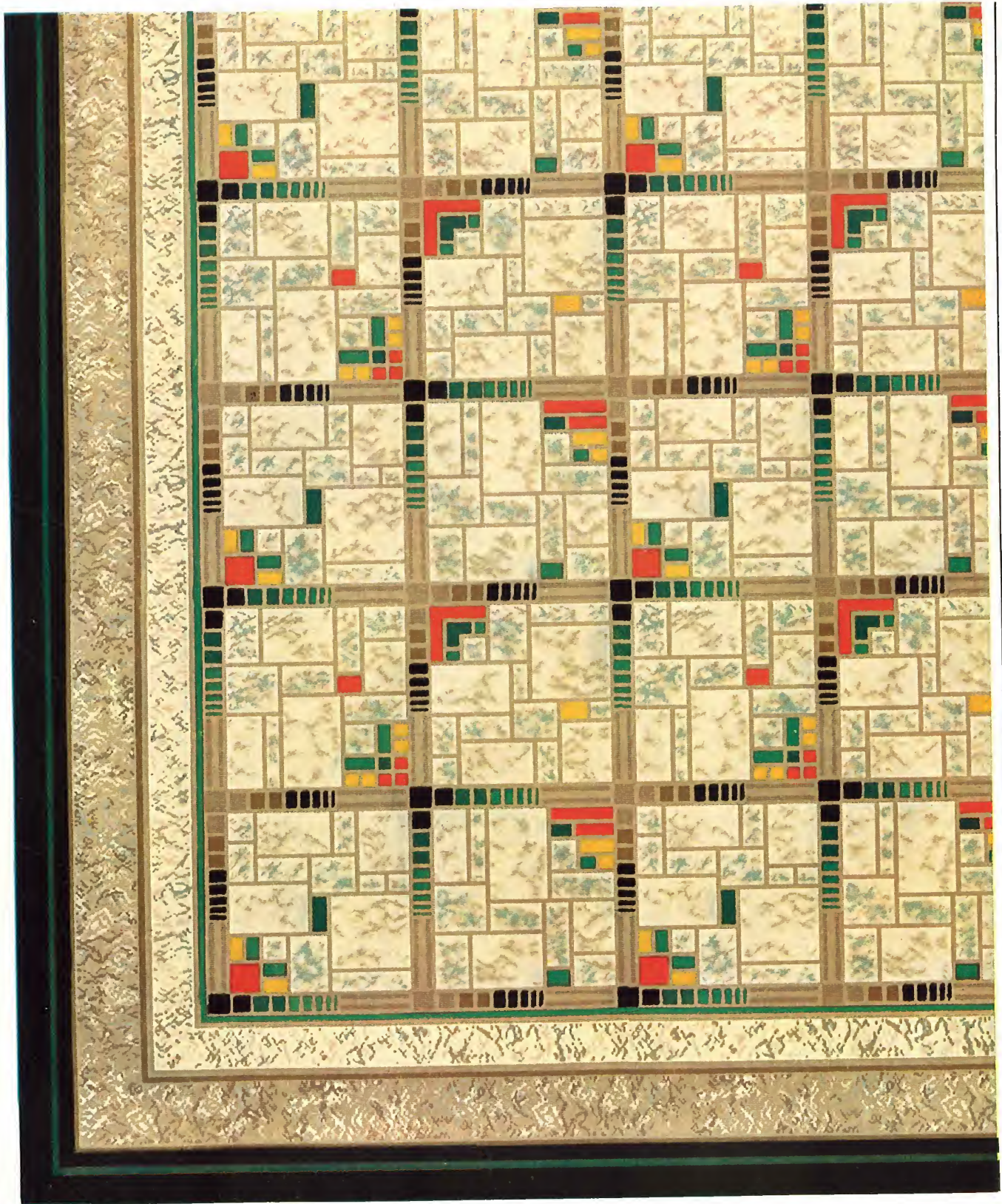
## No. 4735 Armstrong's Quaker Rug

3' x 9'.....QRIPK	6' x 12'.....QRIDX	9' x 12'.....QRIXS
3' x 12'.....QRIQM	7½' x 9'.....QRIVP	12' x 12'.....QRIZW
6' x 9'.....QRIRN	9' x 10½'.....QRIWQ	12' x 15'.....QRJAY



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4737 Armstrong's Quaker Rug

3' x 9'.....QRJSN	6' x 12'.....QRIBZ	9' x 12'.....QRKBO
3' x 12'.....QRJTK	7½' x 9'.....QRJWB	12' x 12'.....QRKCP
6' x 9'.....QRJVC	9' x 10½'.....QRJXA	12' x 15'.....QRKDN



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4746 Armstrong's Quaker Rug

3' x 9'.....QRKPT	7½' x 9'.....QRKSX	9' x 12'.....QRKXJ
3' x 12'.....QRKQY	9' x 9'.....QRKTW	9' x 15'.....QRKYD
6' x 9'.....QRKRZ	9' x 10½'.....QRKWH	12' x 12'.....QRKZE
6' x 12'.....QRKAE		12' x 15'.....QRLAY



# ARMSTRONG'S QUAKER RUGS

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(Approximately 1/6 actual size)

## No. 4747 Armstrong's Quaker Rug

3' x 9'.....QRLFT  
3' x 12'.....QRLGS  
6' x 9'.....QRLHR  
6' x 12'.....QRNBF

7½' x 9'.....QRLIQ  
9' x 9'.....QRLJP  
9' x 10½'.....QRLKV

9' x 12'.....QRLLU  
9' x 15'.....QRLMC  
12' x 12'.....QRLON  
12' x 15'.....QRLPL



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4755 Armstrong's Quaker Rug

3' x 9'.....QRLQG	7½' x 9'.....QRLWB	9' x 12'.....QRMBG
3' x 12'.....QRLRF	9' x 9'.....QRLYA	9' x 15'.....QRMCH
6' x 9'.....QRLTD	9' x 10½'.....QRMAF	12' x 12'.....QRMDI
6' x 12'.....QRNCG		12' x 15'.....QRMEJ





(Approximately 1/6 actual size)

**No. 4765 Armstrong's Quaker Rug**

3' x 9'.....QRCTN	7½' x 9'.....QRCXV	9' x 12'.....QRDNA
3' x 12'.....QRCVO	9' x 9'.....QRCYW	9' x 15'.....QRDMC
6' x 9'.....QRCWU	9' x 10½'.....QRCZX	12' x 12'.....QRDLF
6' x 12'.....QRNDH		12' x 15'.....QRDKG



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4766 Armstrong's Quaker Rug

3' x 9'.....QRDJM	7½' x 9'.....QRDCT	9' x 12'.....QRFZB
3' x 12'.....QRDIO	9' x 9'.....QRDBV	9' x 15'.....QRFYC
6' x 9'.....QRDHQ	9' x 10½'.....QRDAY	12' x 12'.....QRFXE
6' x 12'.....QRNEI		12' x 15'.....QRFWG





**EASE OF CLEANING OFFERED BY ARMSTRONG'S QUAKER RUGS  
MAKES THEM POPULAR WITH HOMEMAKERS EVERYWHERE**

Of particular appeal to homemakers is the combination of practicability, good looks, and sparkling design found in Armstrong's Quaker Rugs. In the kitchen shown above, Quaker Rug No. 4776 actually gives the room a gay, rich, and distinctive appearance. The colorful tile effect of the pattern, with its Mellow Tone Marbling, is unusually attractive, but of equal interest is the fact that it can be easily cleaned. This is an

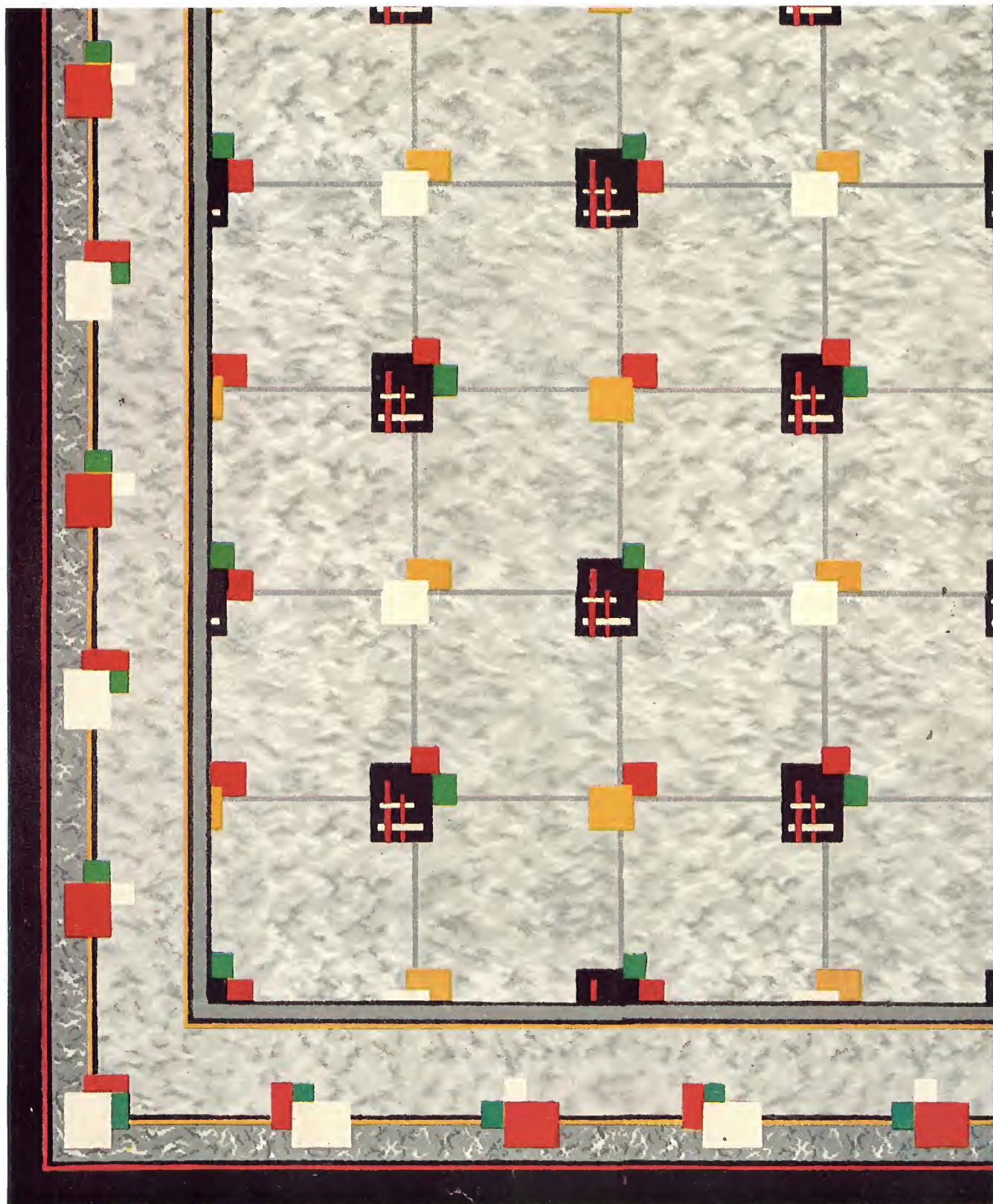
important advantage to women everywhere who are looking for ways to lighten household tasks. Armstrong's Quaker Rugs are easily kept clean by lightly dusting with a dry mop; spilled things can be wiped right off with a damp cloth. When necessary, these rugs may be washed safely, for they're waterproof.

Colorful Quaker Rug patterns are created by the same designers who style Armstrong's Linoleum Floors.



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4776 Armstrong's Quaker Rug

3' x 9'.....QRFHT  
3' x 12'.....QRFGU  
6' x 9'.....QRFDX

6' x 12'.....QRNFJ  
7½' x 9'.....QRFAZ  
9' x 10½'.....QRHNB

9' x 12'.....QRHRD  
12' x 12'.....QRHSE  
12' x 15'.....QRHTF



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4785 Armstrong's Quaker Rug

3' x 9'.....QRNIM	7½' x 9'.....QRNMQ	9' x 12'.....QRNPT
3' x 12'.....QRNIN	9' x 9'.....QRNNR	9' x 15'.....QRNQV
6' x 9'.....QRNKO	9' x 10½'.....QRNOS	12' x 12'.....QRNRU
6' x 12'.....QRNLP		12' x 15'.....QRNSW



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4786 Armstrong's Quaker Rug

3' x 9'.....QRNTX  
3' x 12'.....QRNUY  
6' x 9'.....QRNVZ  
6' x 12'.....QRNWA

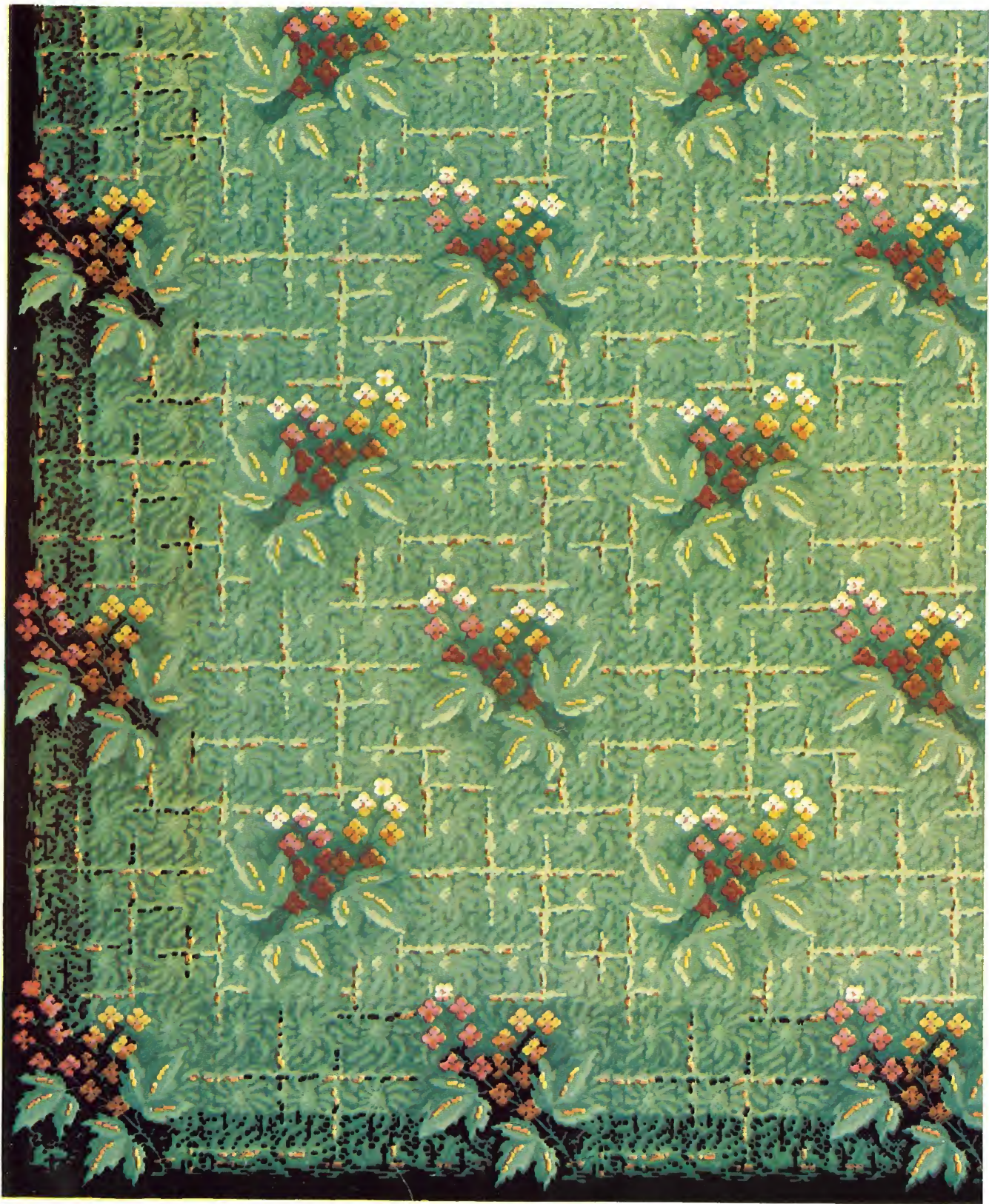
7½' x 9'.....QRNXB  
9' x 9'.....QRNYC  
9' x 10½'.....QRNZZ

9' x 12'.....QROAD  
9' x 15'.....QROBF  
12' x 12'.....QROCG  
12' x 15'.....QRODH



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4787 Armstrong's Quaker Rug

3' x 9'.....QROEI	7½' x 9'.....QROJN	9' x 12'.....QROOQ
3' x 12'.....QROFJ	9' x 9'.....QROKO	9' x 15'.....QROPR
6' x 9'.....QROHK	9' x 10½'.....QROLP	12' x 12'.....QROQS
6' x 12'.....QROIL		12' x 15'.....QROST



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

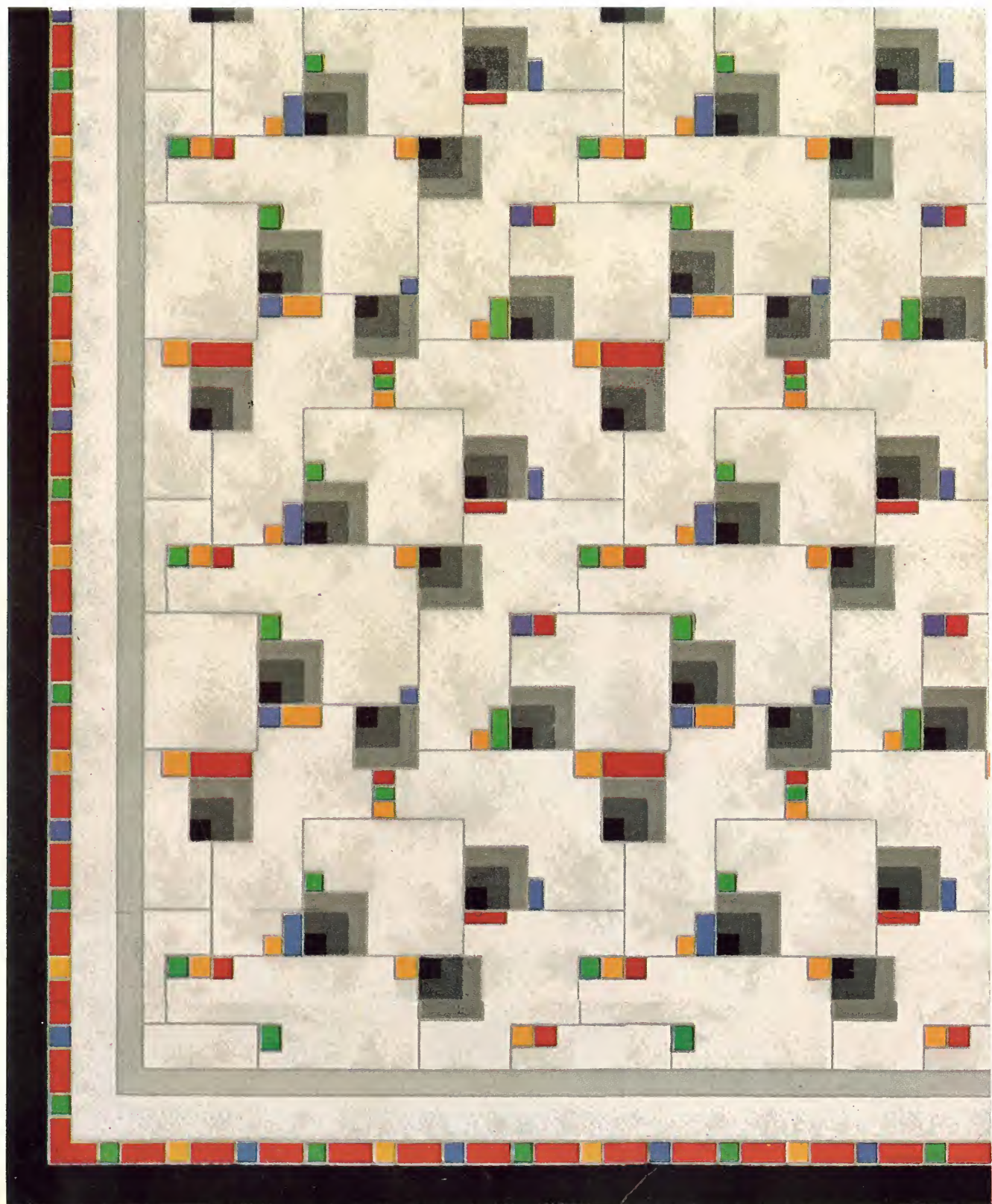
## No. 4788 Armstrong's Quaker Rug

3' x 9'.....QROUV	7½' x 9'.....QRPJX	9' x 12'.....QRPOU
3' x 12'.....QROXW	9' x 9'.....QRPMW	9' x 15'.....QRPPT
6' x 9'.....QROWX	9' x 10½'.....QRPNV	12' x 12'.....QRPQS
6' x 12'.....QRPIY		12' x 15'.....QRPRQ



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

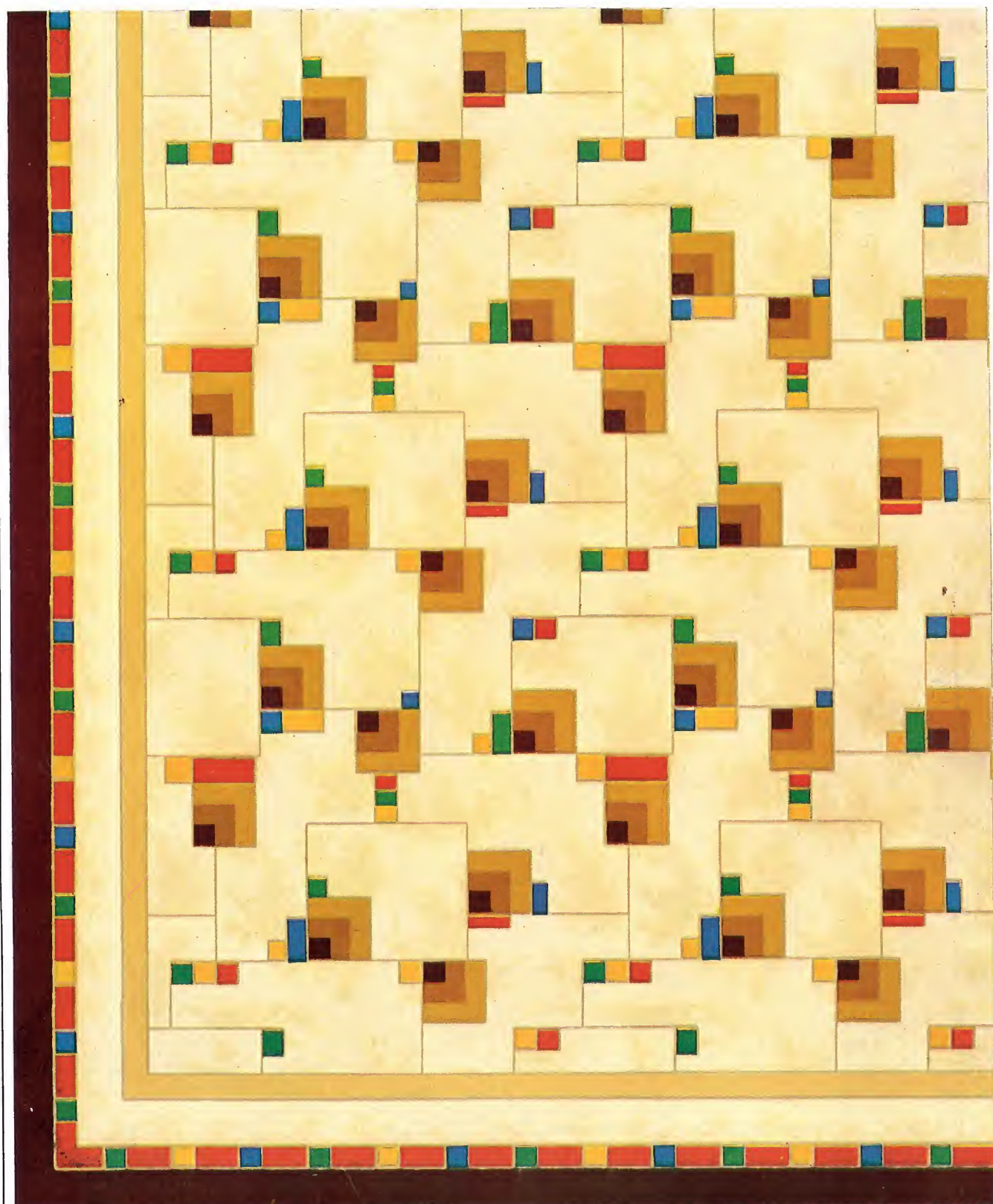
## No. 4795 Armstrong's Quaker Rug

3' x 9'.....QRPSP	7½' x 9'.....QRPWJ	9' x 12'.....QRPZA
3' x 12'.....QRPTN	9' x 9'.....QRPXE	9' x 15'.....QRQAJ
6' x 9'.....QRPUM	9' x 10½'.....QRPYD	12' x 12'.....QRQBK
6' x 12'.....QRPVK		12' x 15'.....QRQCL



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4796 Armstrong's Quaker Rug

3' x 9'.....QRQDM  
3' x 12'.....QRQEN  
6' x 9'.....QRQFO  
6' x 12'.....QRQGP

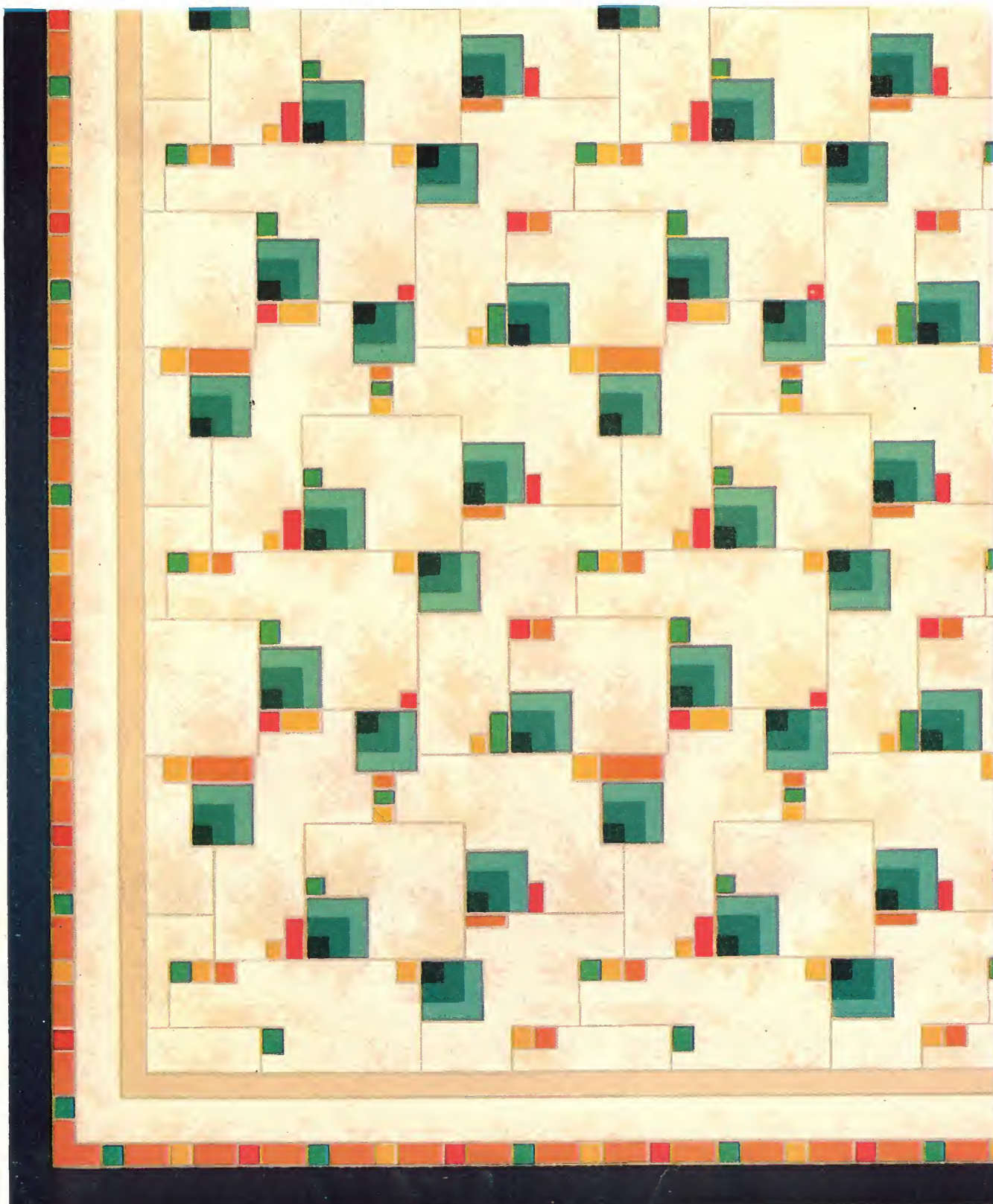
7½' x 9'.....QRQHQ  
9' x 9'.....QRQIR  
9' x 10½'.....QRQJS

9' x 12'.....QRQKT  
9' x 15'.....QRQLU  
12' x 12'.....QRQMV  
12' x 15'.....QRQNW



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4797 Armstrong's Quaker Rug

3' x 9'.....QRQOX	7½' x 9'.....QRQSB	9' x 12'.....QRQVE
3' x 12'.....QRQPY	9' x 9'.....QRQTC	9' x 15'.....QRQWF
6' x 9'.....QRQQZ	9' x 10½'.....QRQUD	12' x 12'.....QRQXG
6' x 12'.....QRQRA		12' x 15'.....QRQYH



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4805 Armstrong's Quaker Rug

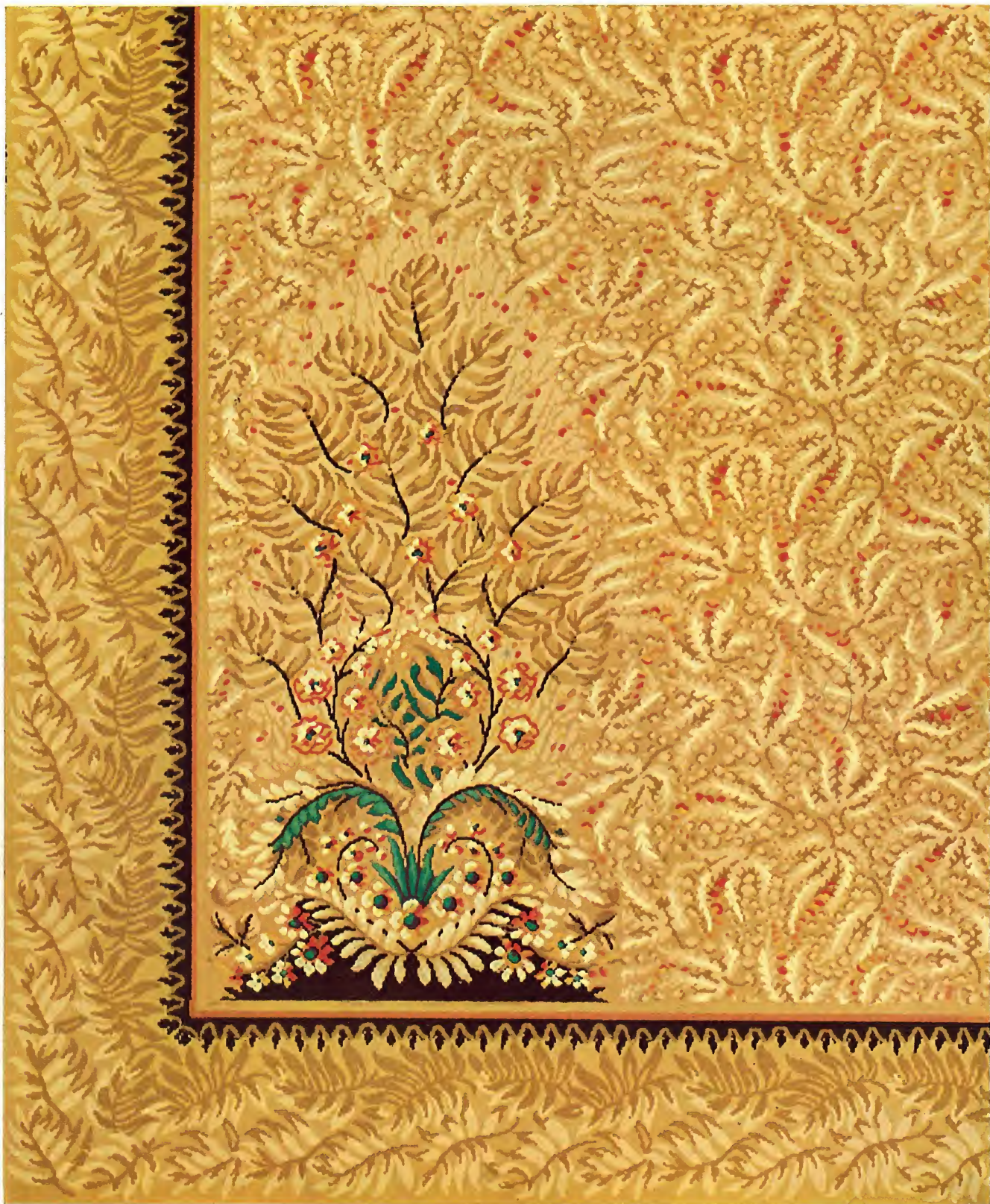
3' x 9'.....QRQZI	7½' x 9'.....QRRDO	9' x 12'.....QRRGR
3' x 12'.....QRRAL	9' x 9'.....QRREP	9' x 15'.....QRRHS
6' x 9'.....QRRBM	9' x 10½'.....QRRFO	12' x 12'.....QRRIT
6' x 12'.....QRRCN		12' x 15'.....QRRJU





# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4806 Armstrong's Quaker Rug

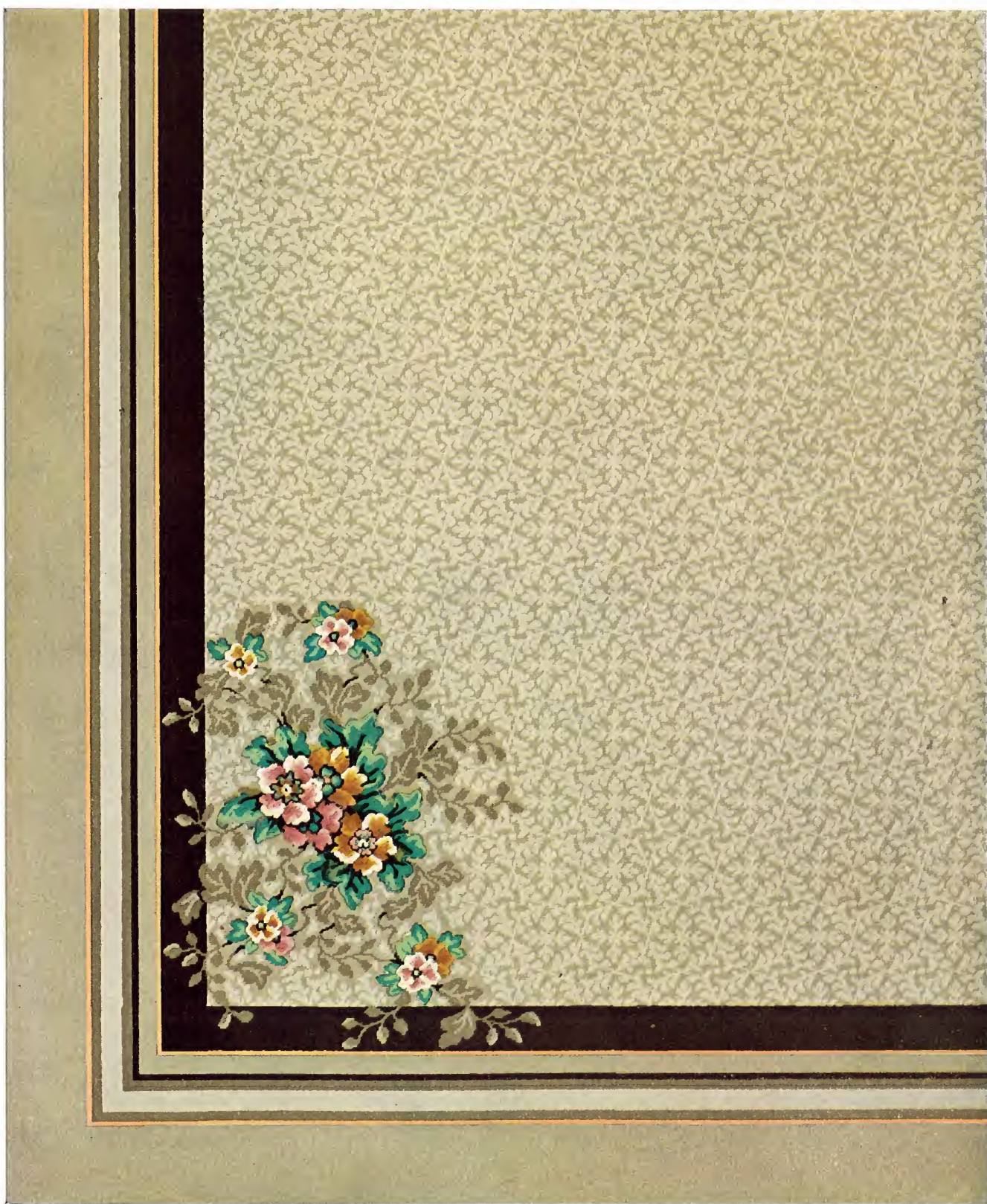
3' x 9'.....QRRKV	7½' x 9'.....QRROZ	9' x 12'.....QRRVG
3' x 12'.....QRRLW	9' x 9'.....QRRPA	9' x 15'.....QRRSD
6' x 9'.....QRRMX	9' x 10½'.....QRRQB	12' x 12'.....QRRTE
6' x 12'.....QRRNY		12' x 15'.....QRRUF





# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4831 Armstrong's Quaker Rug

18" x 36".....	QRUOB	4½' x 4½'.....	QROYM	9' x 9'.....	QRCUT
3' x 4½'.....	QRURP	4½' x 6'.....	QROZA	9' x 10½'.....	QRWAF
3' x 6'.....	QRUSE	6' x 9'.....	QRVRO	9' x 12'.....	QRWEC
3' x 9'.....	QRPCO	6' x 12'.....	QRNGK	9' x 15'.....	QRGZY
3' x 12'.....	QRPDR	7½' x 9'.....	QRVUT	12' x 12'.....	QRPEB
				12' x 15'.....	QRPFC



# ARMSTRONG'S QUAKER RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4990 Armstrong's Quaker Rug

18" x 36".....	QSAV	6' x 9'.....	QRYAM	9' x 10½'.....	QRYFS
3' x 4½'.....	QRSIC	6' x 12'.....	QRNHL	9' x 12'.....	QRYJO
3' x 6'.....	QRSKU	7½' x 9'.....	QRYED	9' x 15'.....	QRZKO
3' x 9'.....	QRPGF	9' x 9'.....	QRZIB	12' x 12'.....	QRPJH
3' x 12'.....	QRPHG			12' x 15'.....	QRPKI





**EXTRA WIDTH OF ARMSTRONG'S QUAKER FLOOR COVERING  
MAKES POSSIBLE SEAMLESS FLOORS FROM WALL TO WALL**

Homemakers can get the effect of complete redecoration by covering their floors from wall to wall with Armstrong's Quaker Floor Covering. Since it is available in the full four-yard width, in a majority of cases seamless one-piece installations may be obtained on floors which formerly would have required two strips of material. Matching waste also is eliminated in the average residential room because of the extra width.

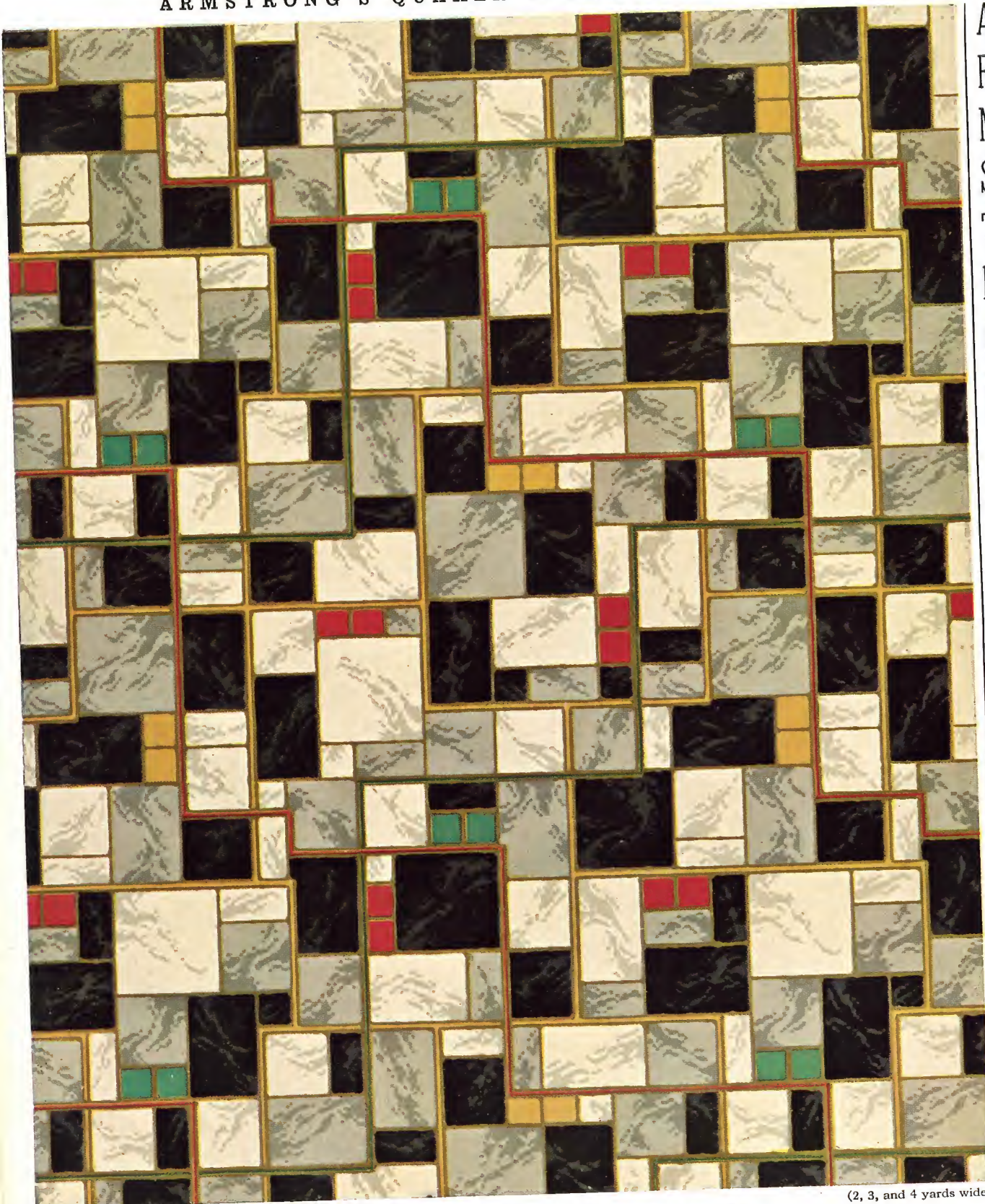
Thanks to the exclusive Safety-Back on Armstrong's Quaker Floor Covering, it can be pasted direct to wood floors and removed when a change of pattern is desired without damaging the subfloor.

Beauty and good cheer are added to the charming kitchen shown above by Armstrong's Quaker Floor Covering No. 2891, a smart textured effect in black and white, with accents of jade, gold, red, and black.



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

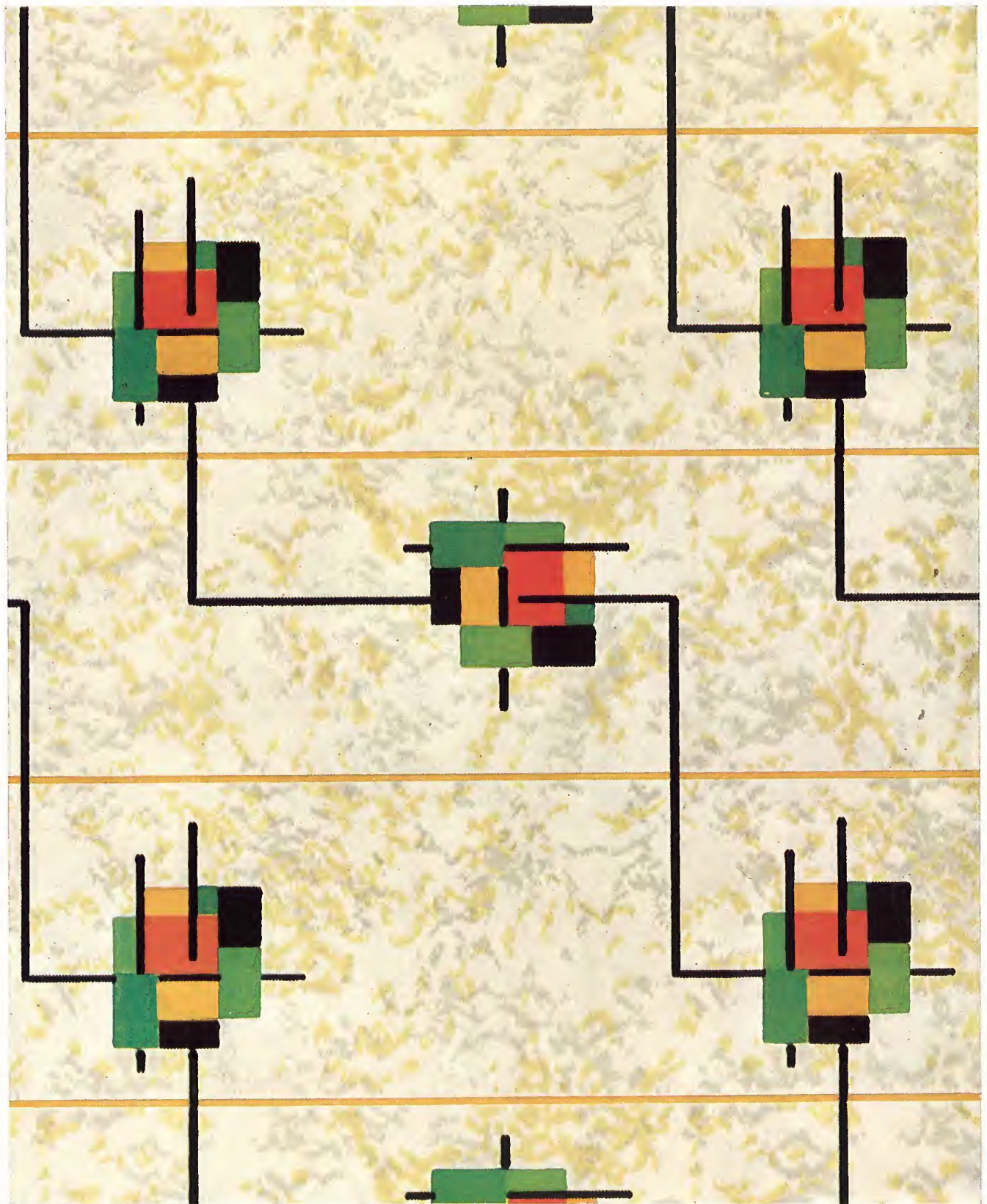
(2, 3, and 4 yards wide)

**No. 2750 Armstrong's Quaker Floor Covering**  
 Code Words: 2 yards...FBUTA, 3 yards...FBDUK, 4 yards...FBHDO



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

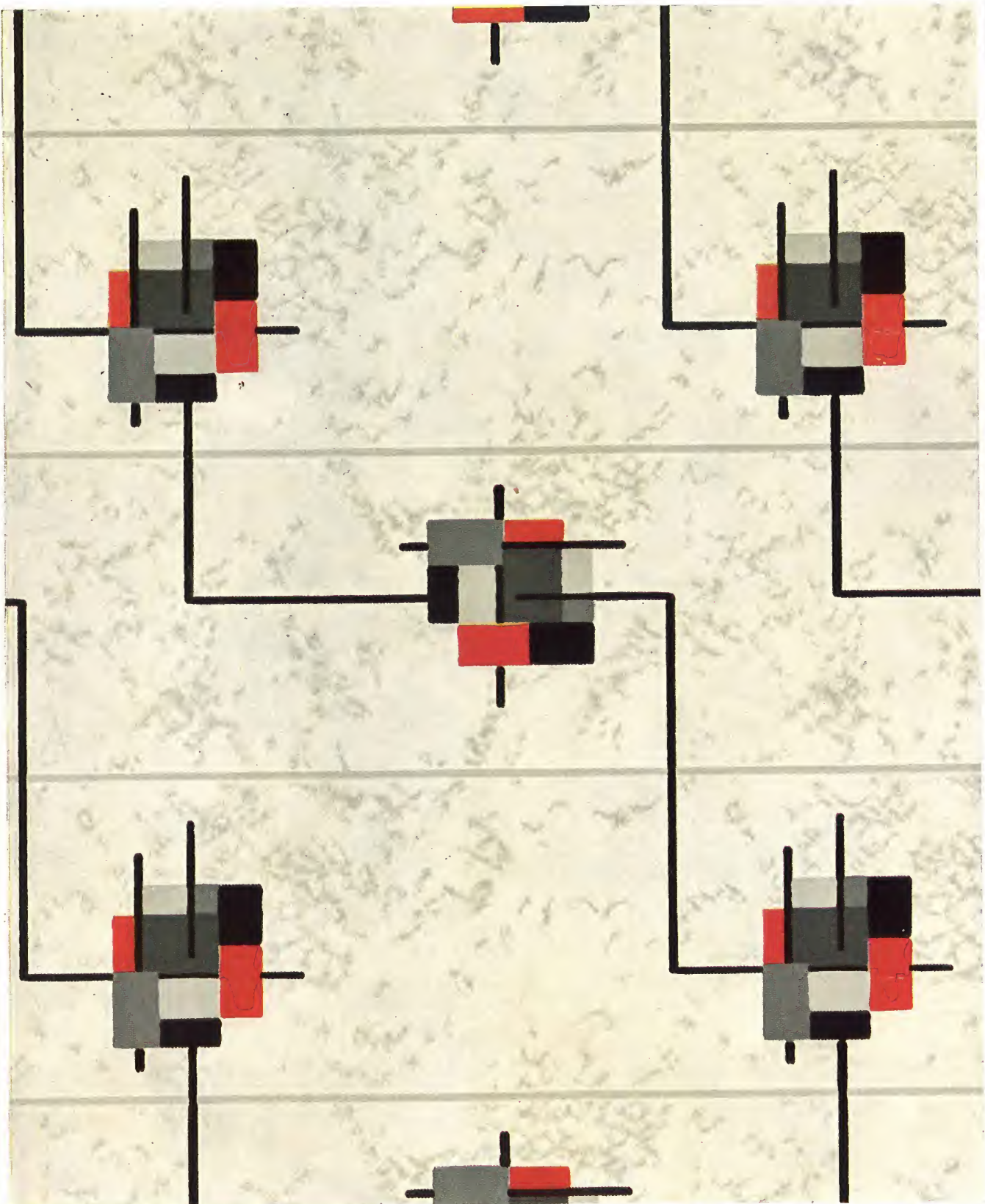
(2, 3, and 4 yards wide)

**No. 2775 Armstrong's Quaker Floor Covering**  
 Code Words: 2 yards...FBCAJ, 3 yards...FBCBK, 4 yards...FBCDM



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

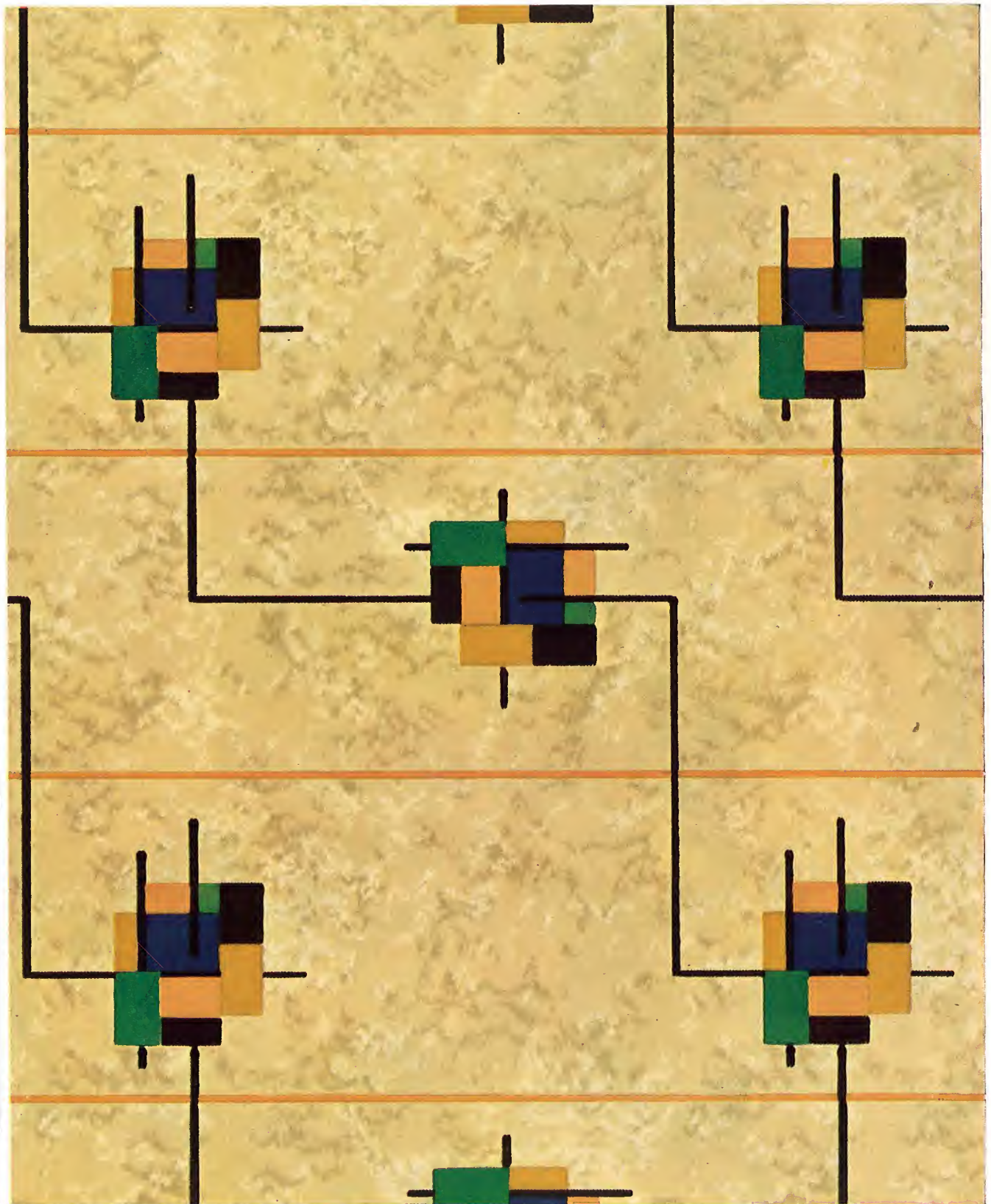
**No. 2776 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBCEN, 3 yards...FBCFO, 4 yards...FBCGP



# ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2777 Armstrong's Quaker Floor Covering**  
Code Words: 2 yards...FBCHL, 3 yards...FBCIR, 4 yards...FBCJS



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

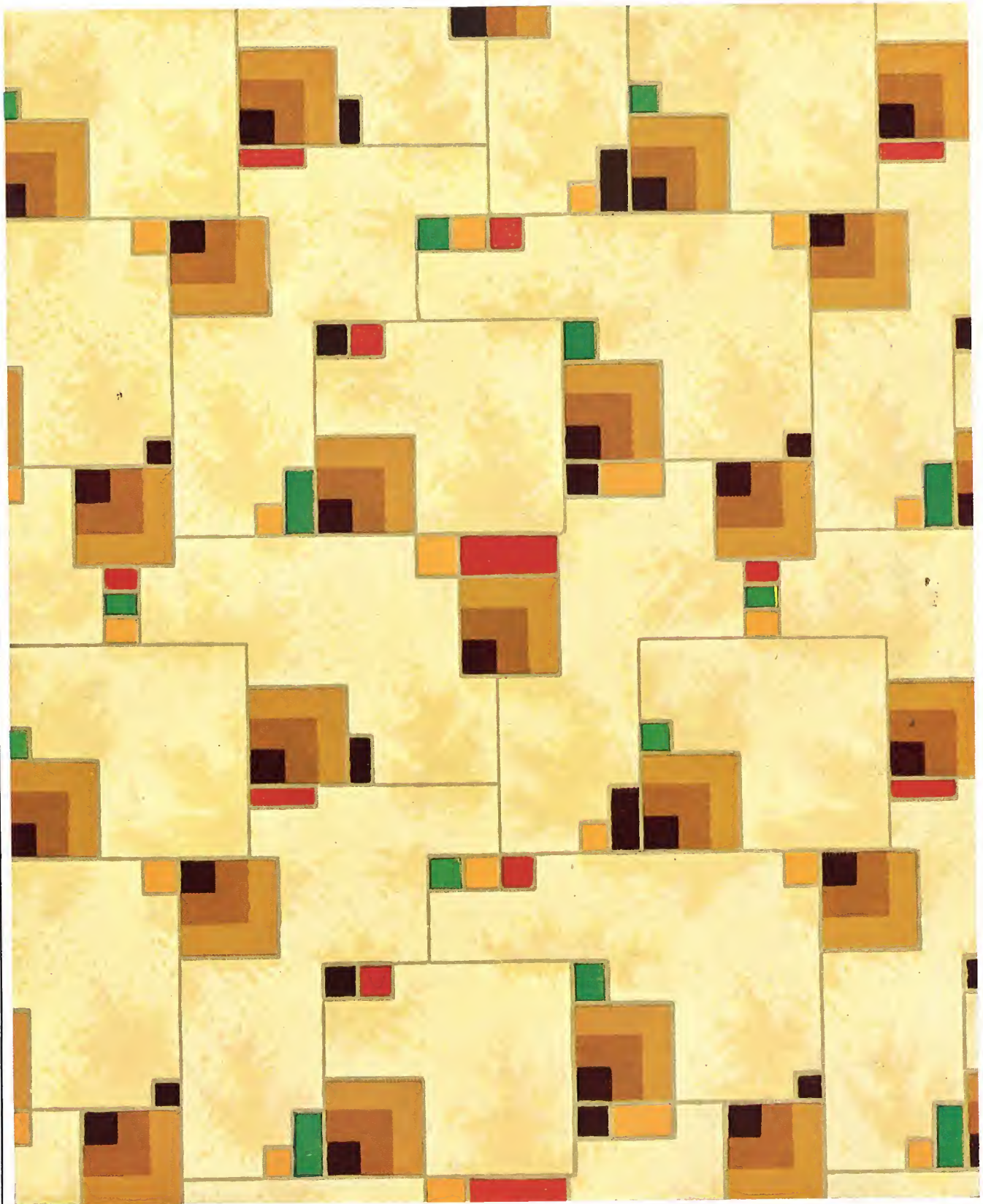
(2, 3, and 4 yards wide)

**No. 2795 Armstrong's Quaker Floor Covering**  
 Code Words: 2 yards...FBCKT, 3 yards...FBCLU, 4 yards...FBCMV



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

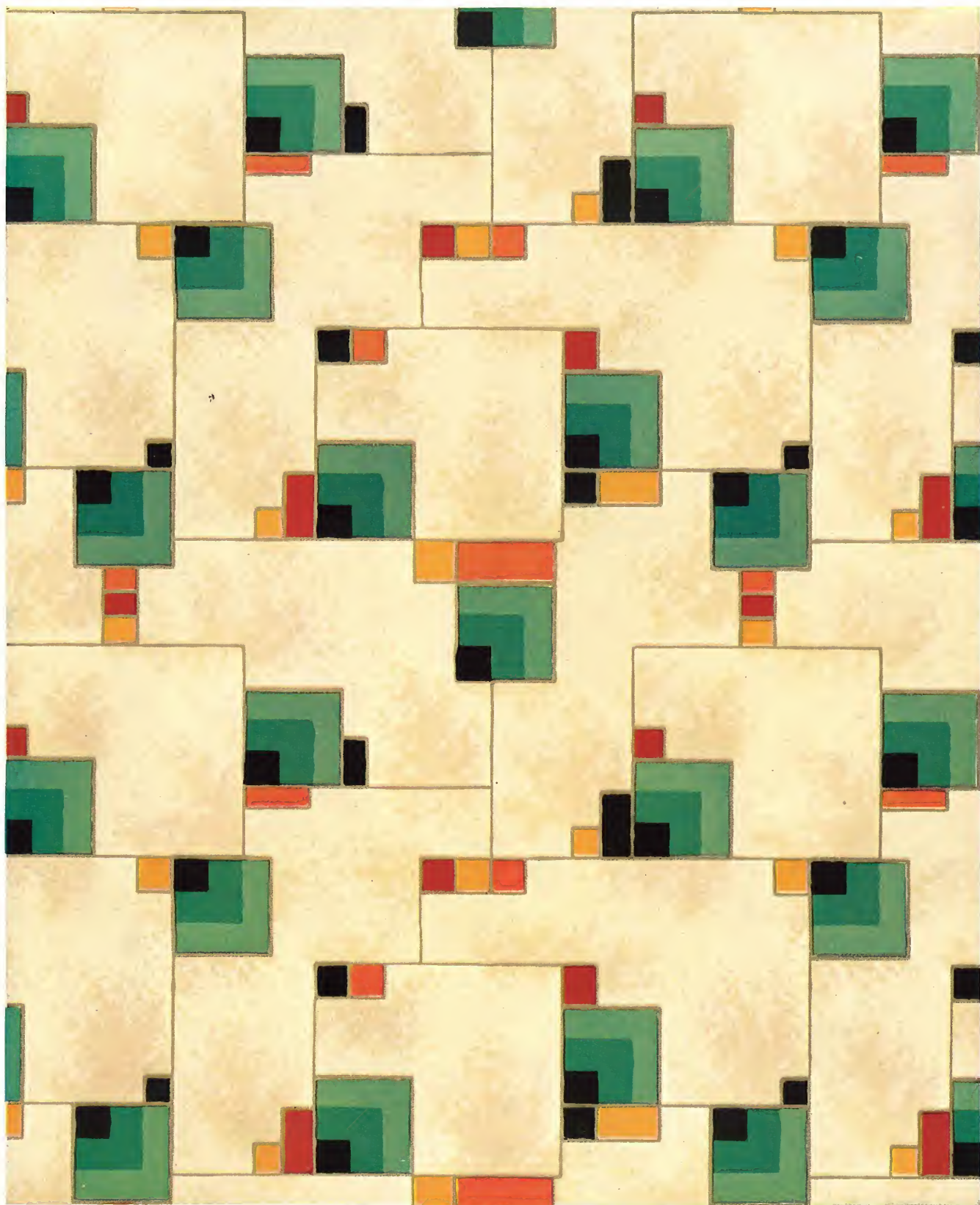
(2, 3, and 4 yards wide)

## No. 2796 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBCNW, 3 yards...FBCPY, 4 yards...FBCOZ



ARMSTRONG'S QUAKER FLOOR COVERING



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(Approximately 1/4 actual size)

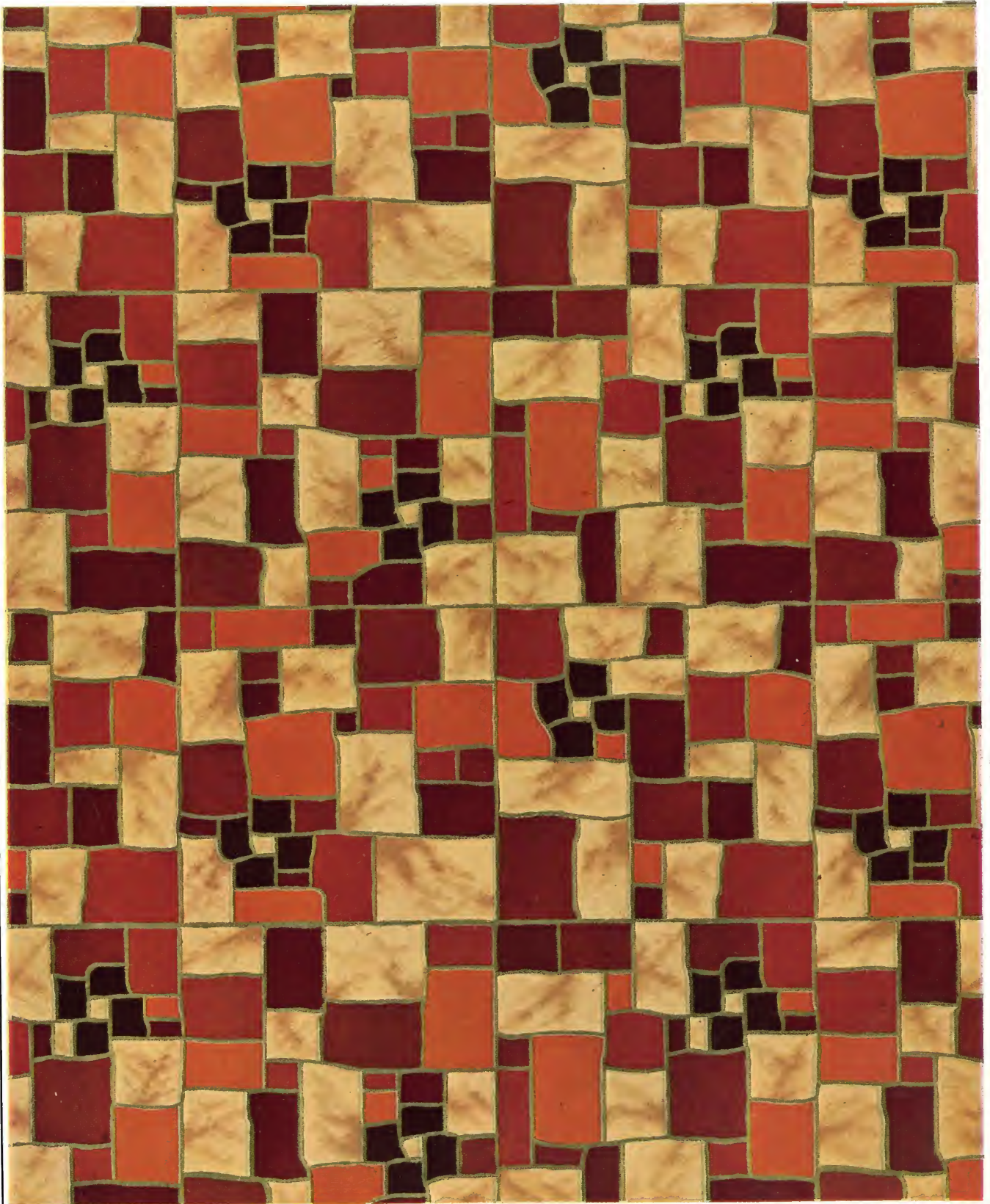
(2, 3, and 4 yards wide)

**No. 2797 Armstrong's Quaker Floor Covering**  
Code Words: 2 yards...FBCRA, 3 yards...FBCSB, 4 yards...FBCTC



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

## No. 2815 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBCUD, 3 yards...FBCVE, 4 yards...FBCWF



✓  
ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2821 Armstrong's Quaker Floor Covering**  
Code Words: 2 yards...FBJNO, 3 yards...FBJNU, 4 yards...FBHEP



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

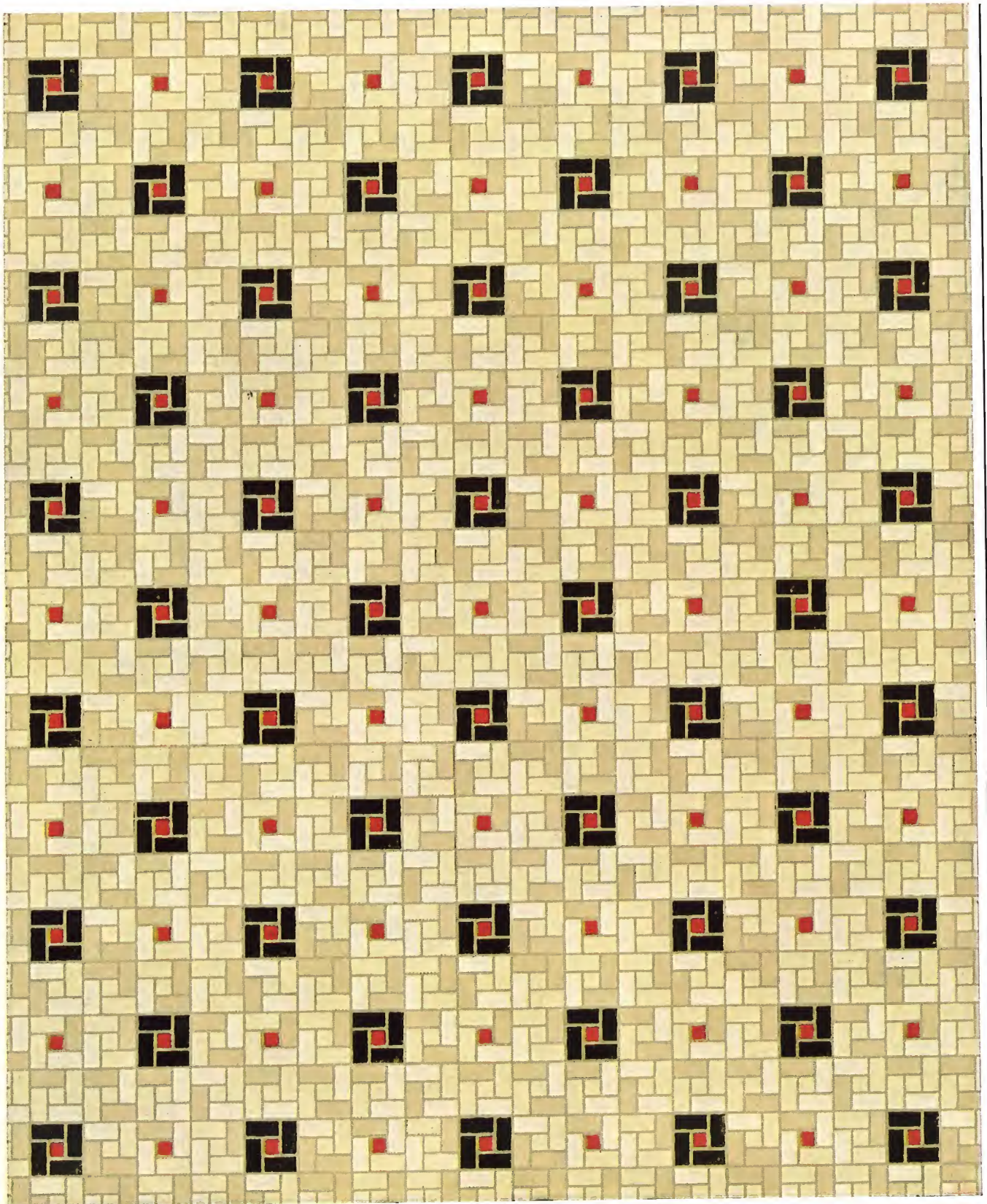
**No. 2840 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBJRO, 3 yards...FBJRP, 4 yards...FBHGR



ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

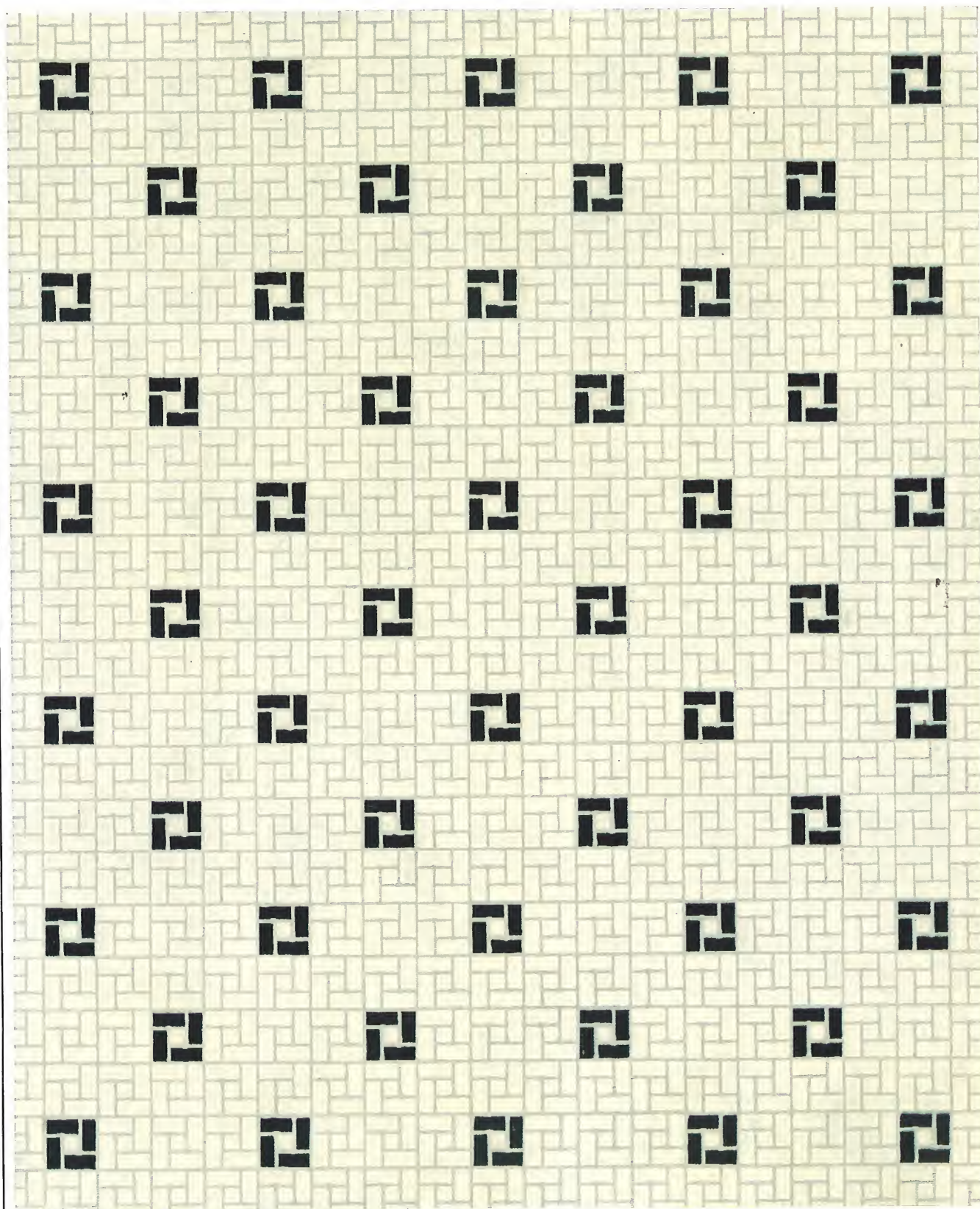
No. 2871 Armstrong's Quaker Floor Covering

Code Word: FBAIV



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2 yards wide only)

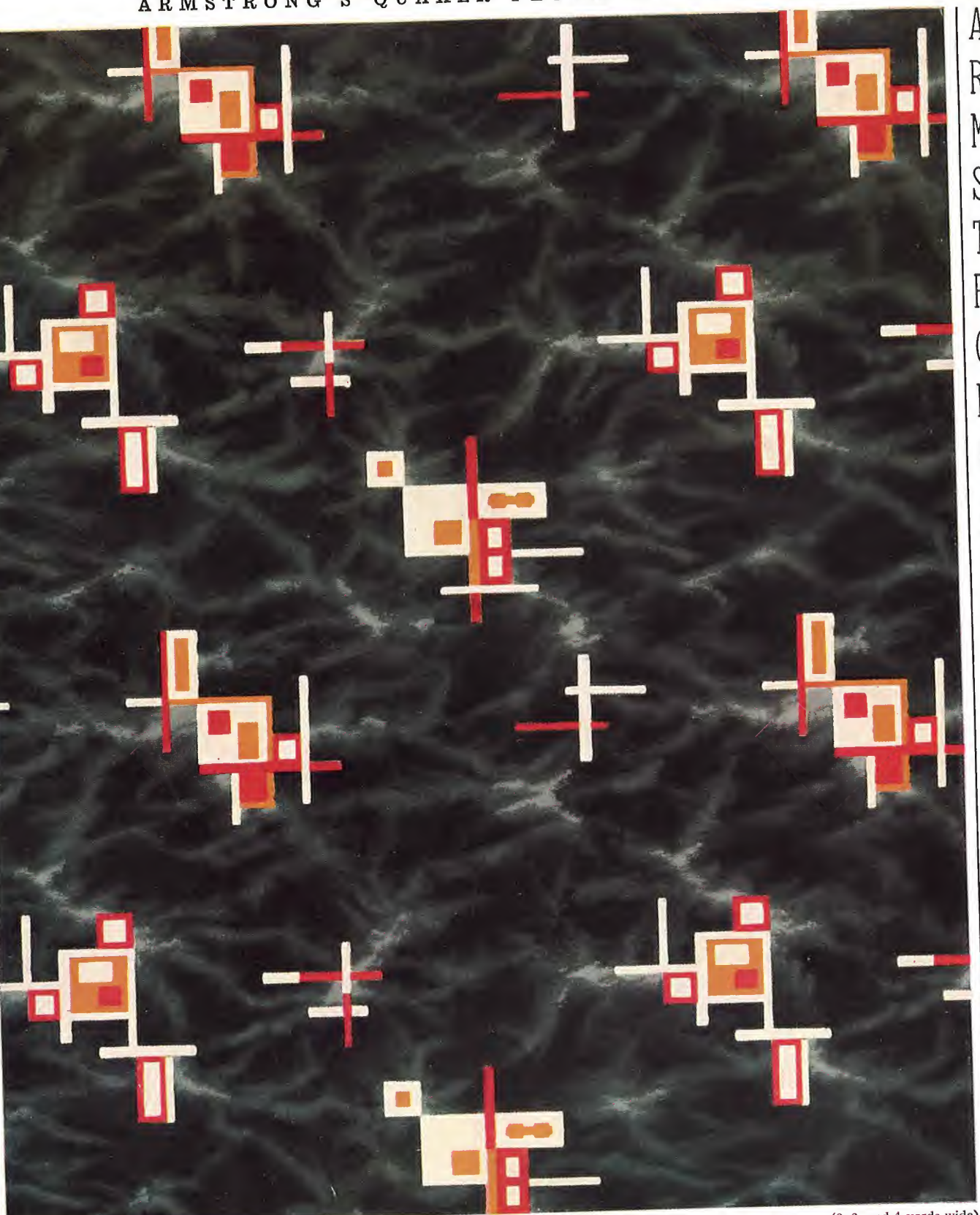
No. 2873 Armstrong's Quaker Floor Covering

Code Word: FBCYH



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

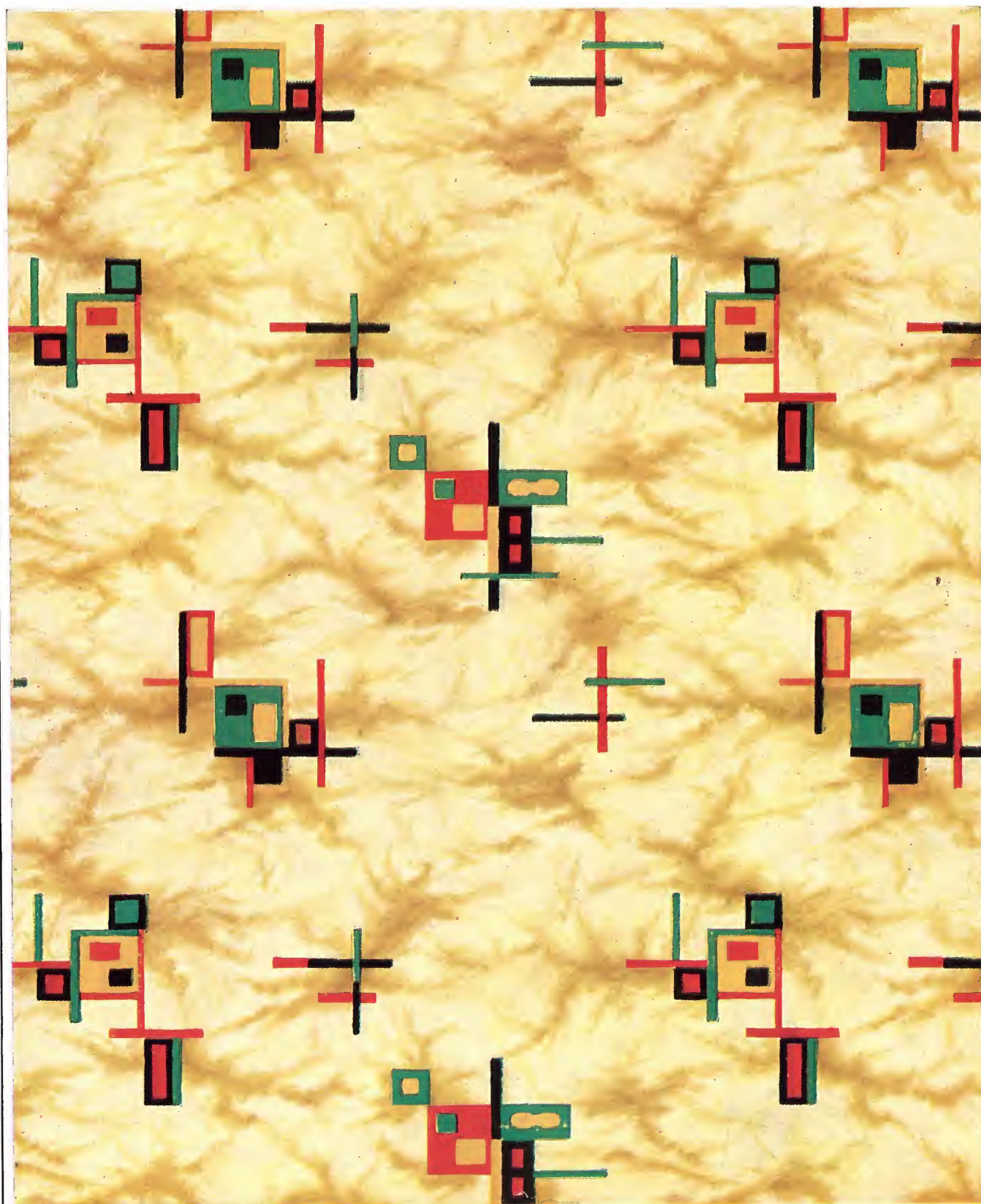
**No. 2880 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBAJU, 3 yards...FBAKA, 4 yards...FBHLW



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2881 Armstrong's Quaker Floor Covering**  
Code Words: 2 yards...FBANG, 3 yards...FBAPF, 4 yards...FBHOZ



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

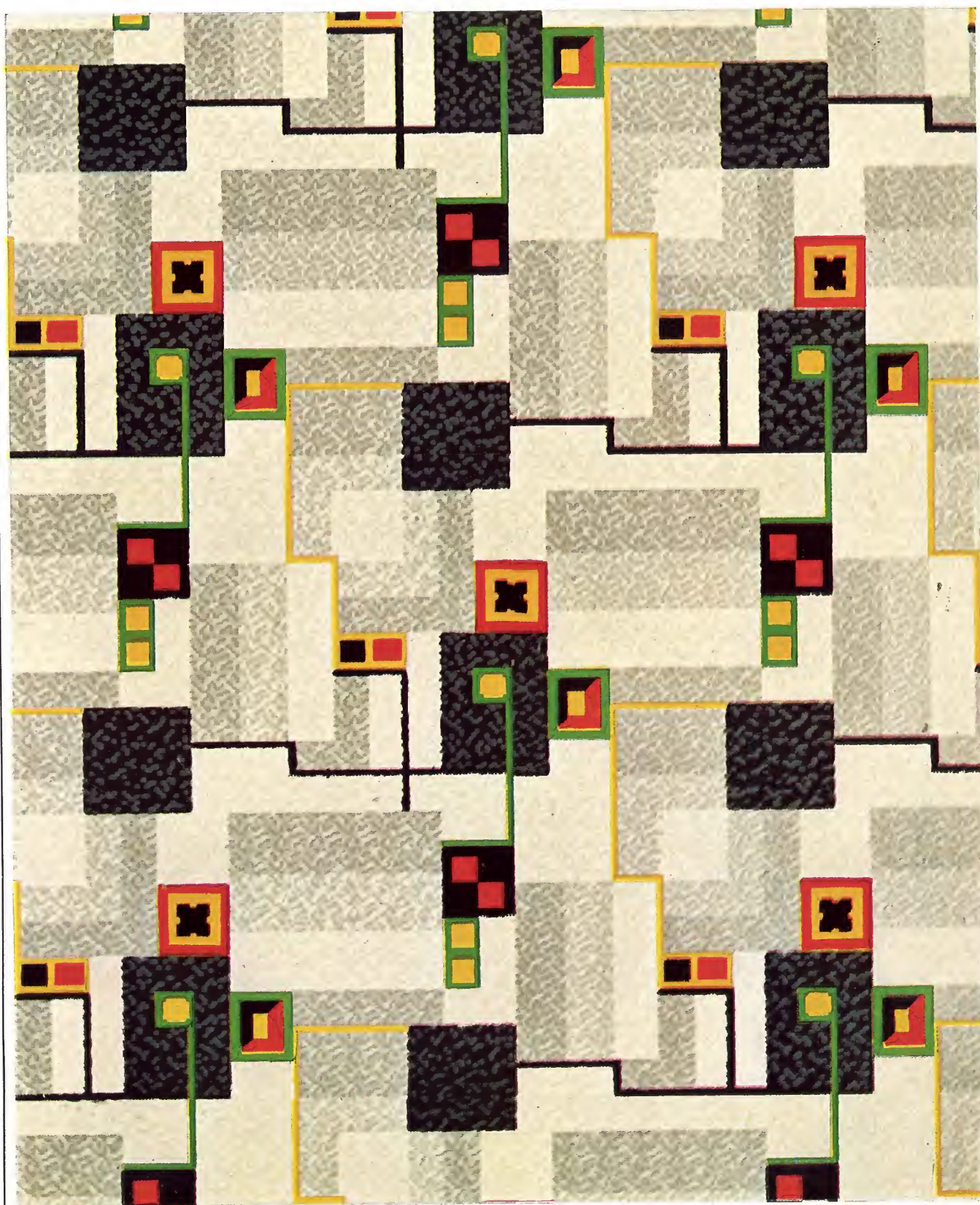
(2, 3, and 4 yards wide)

**No. 2882 Armstrong's Quaker Floor Covering**  
Code Words: 2 yards...FBASN, 3 yards...FBATZ, 4 yards...FBHPA



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

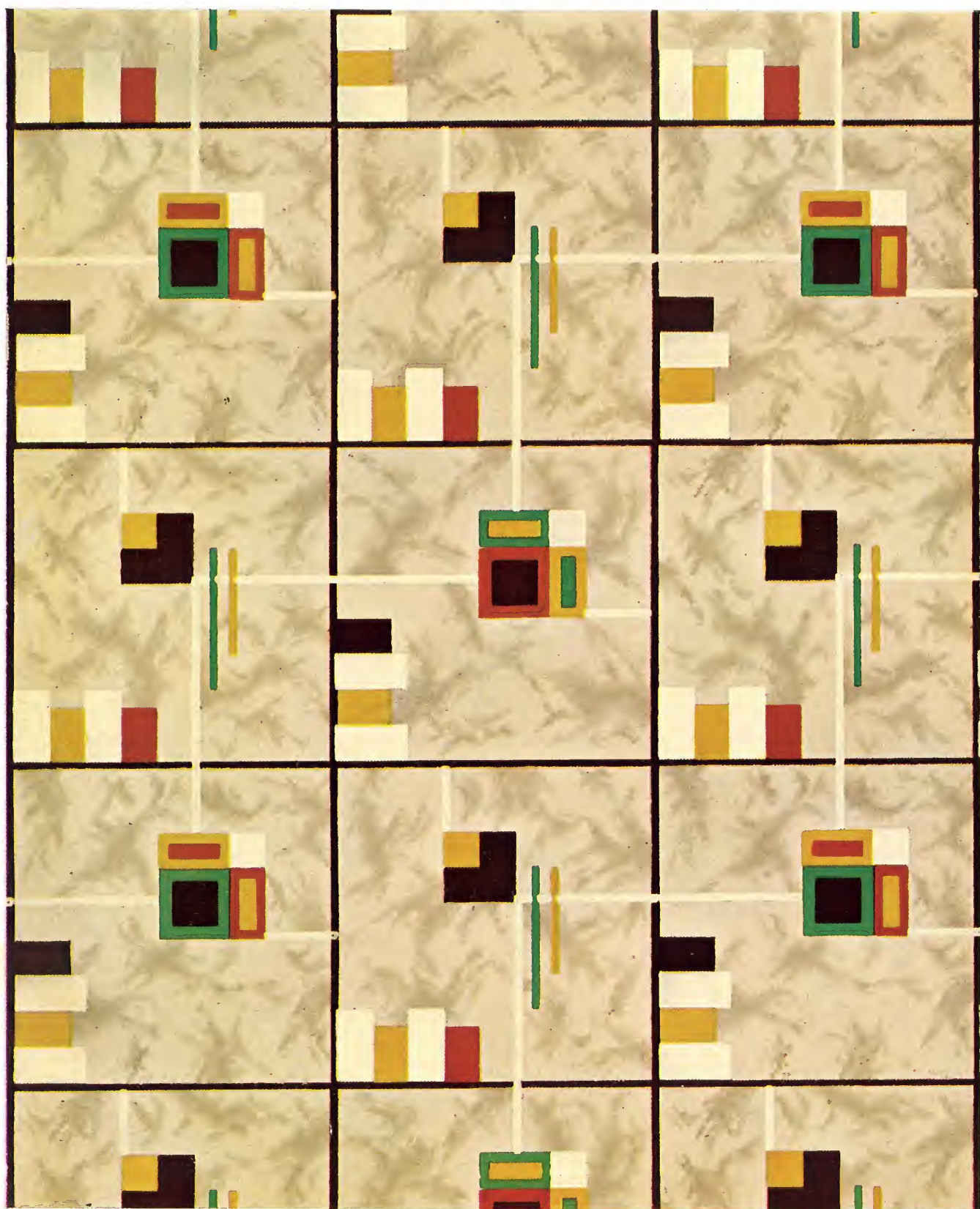
## No. 2891 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBAZY, 3 yards...FBDOT, 4 yards...FBHRC



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2902 Armstrong's Quaker Floor Covering**  
 Code Words: 2 yards...FBNNI, 3 yards...FBNON, 4 yards...FBNRA



ARMSTRONG'S QUAKER FLOOR COVERING

A  
R  
M  
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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide).

**No. 2931 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBFYF, 3 yards...FBLED, 4 yards...FBLGE



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2940 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBWAL, 3 yards...FBLHF, 4 yards...FBWBM



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2941 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBWCN, 3 yards...FBLJI, 4 yards...FBWDO



ARMSTRONG'S QUAKER FLOOR COVERING

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S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2944 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBWIT, 3 yards...FBLNU, 4 yards...FBWJU



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

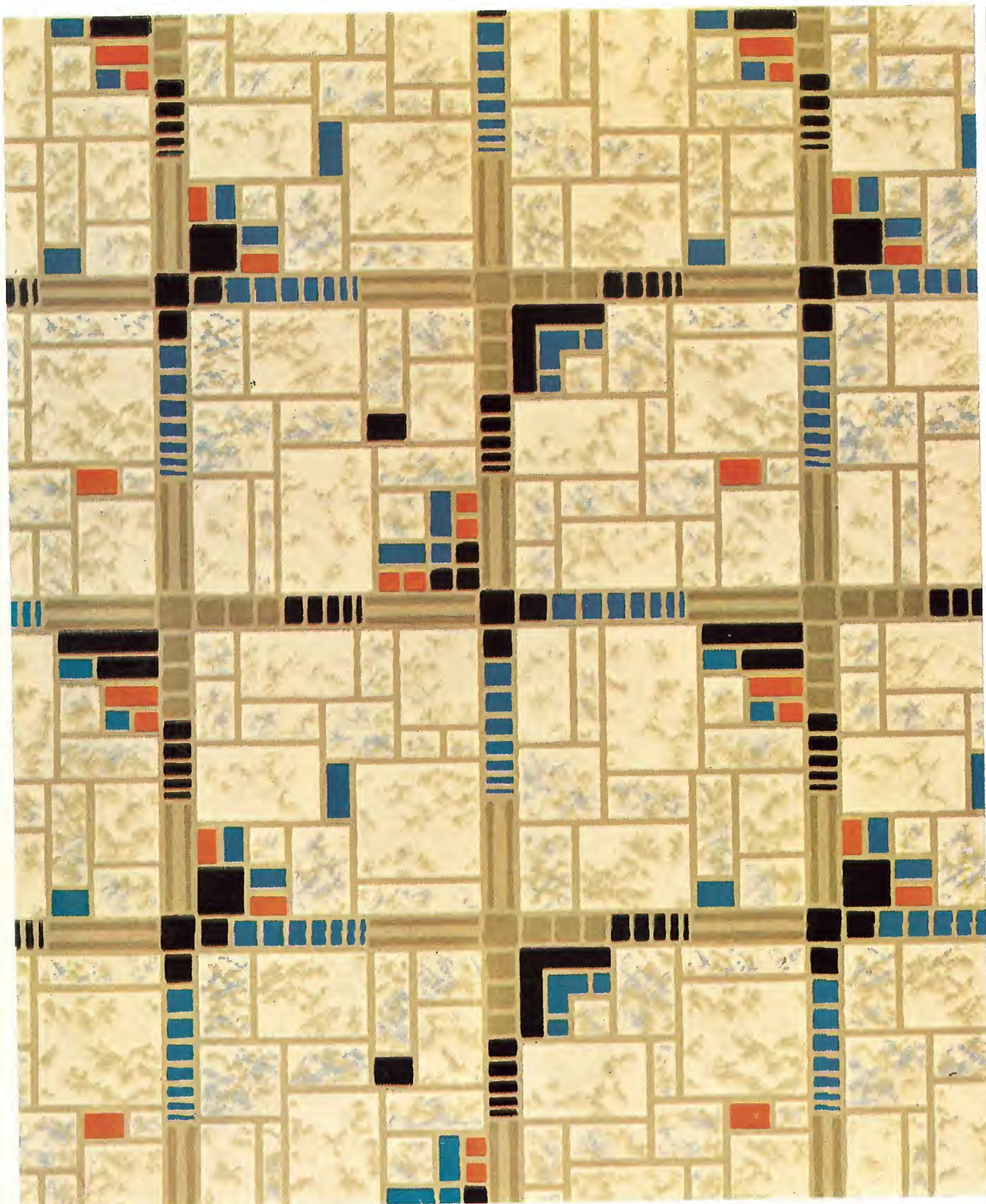
**No. 2946 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBWMX, 3 yards...FBLRL, 4 yards...FBWNY



ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

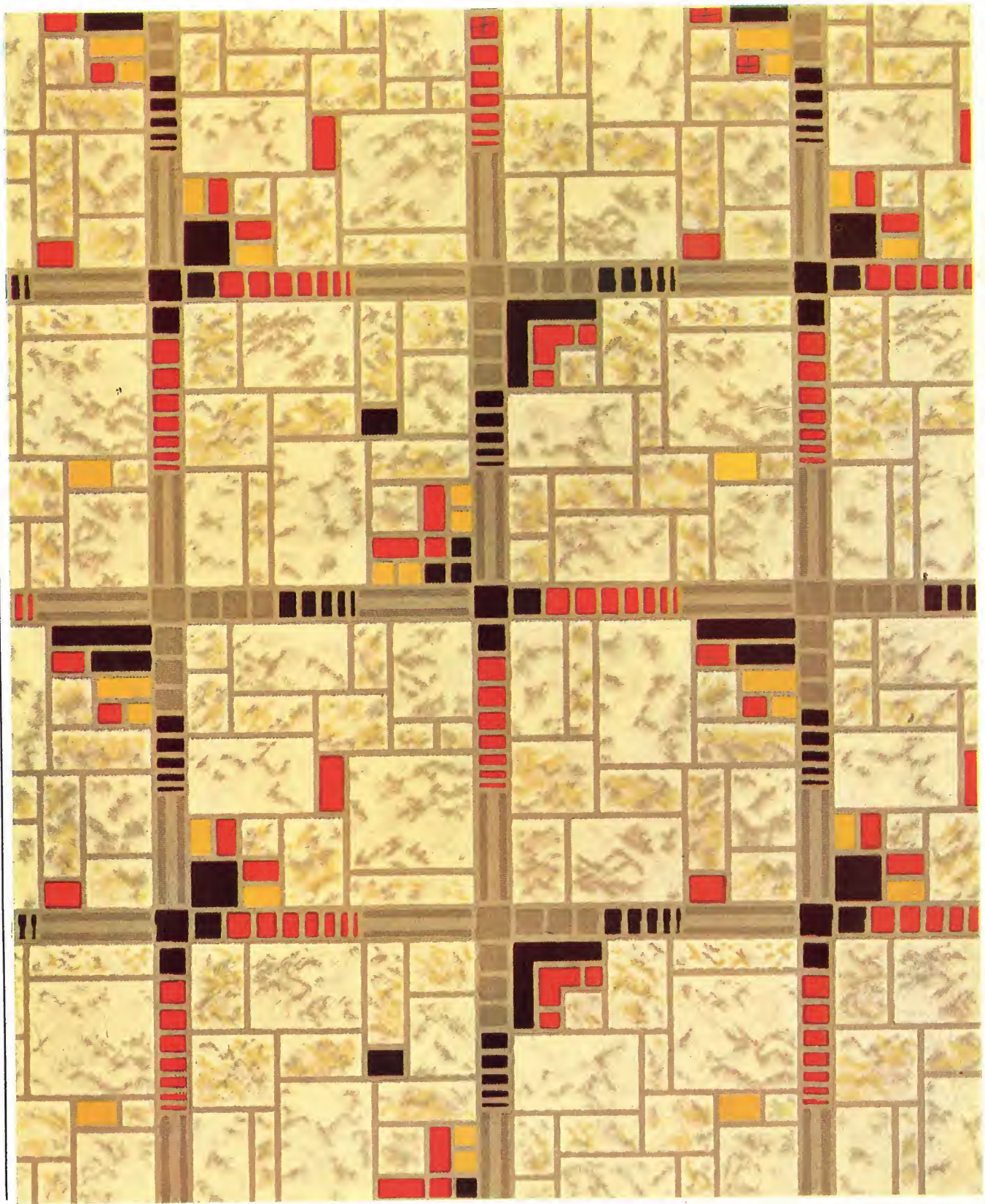
No. 2950 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGNA, 3 yards...FBGOB, 4 yards...FBGPC



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

**No. 2951 Armstrong's Quaker Floor Covering**

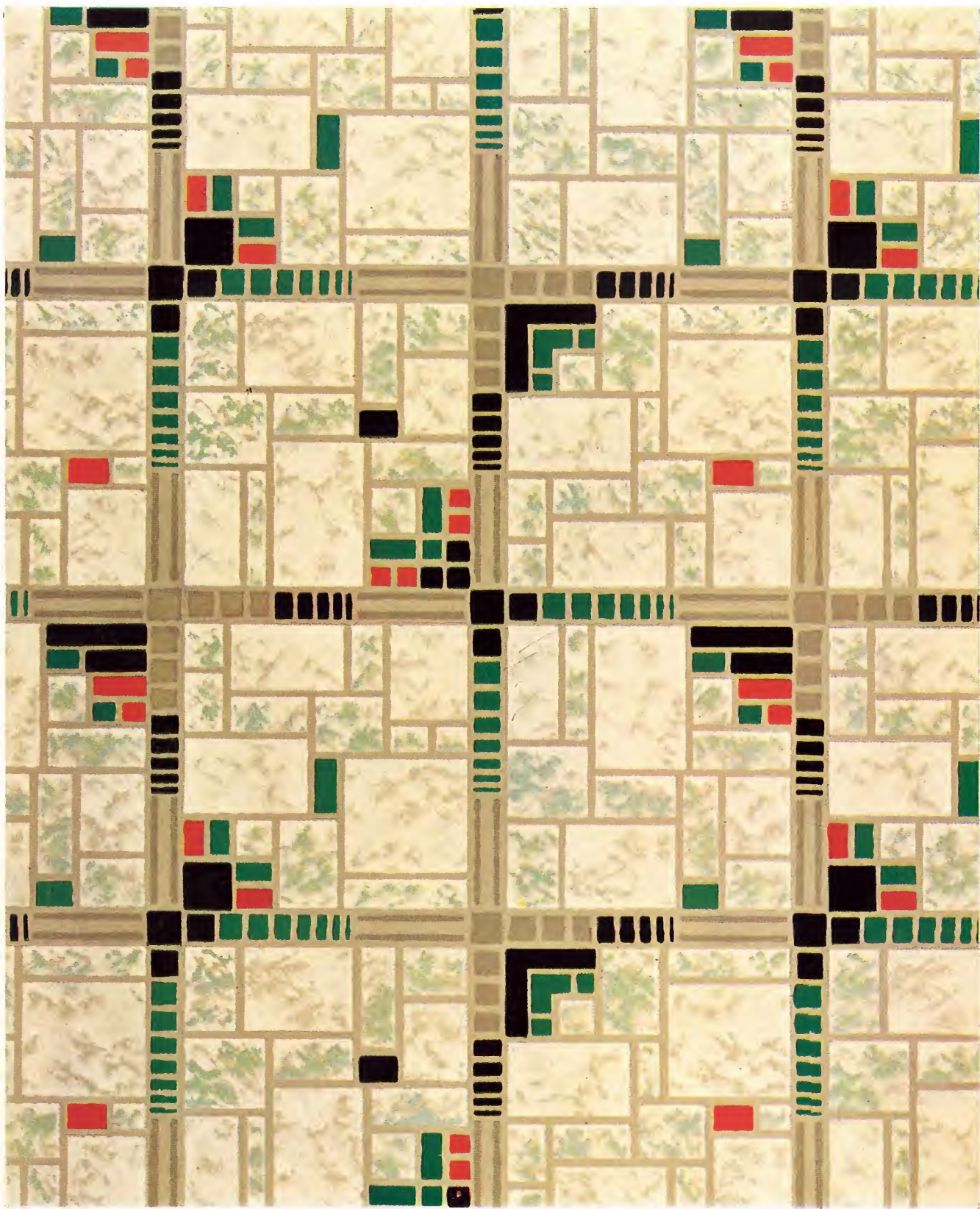
(2, 3, and 4 yards wide)

Code Words: 2 yards...FBGRE, 3 yards...FBGSF, 4 yards...FBGTG



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2952 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBGUH, 3 yards...FBGVI, 4 yards...FBGXK



# ARMSTRONG'S QUAKER FLOOR COVERING

A  
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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

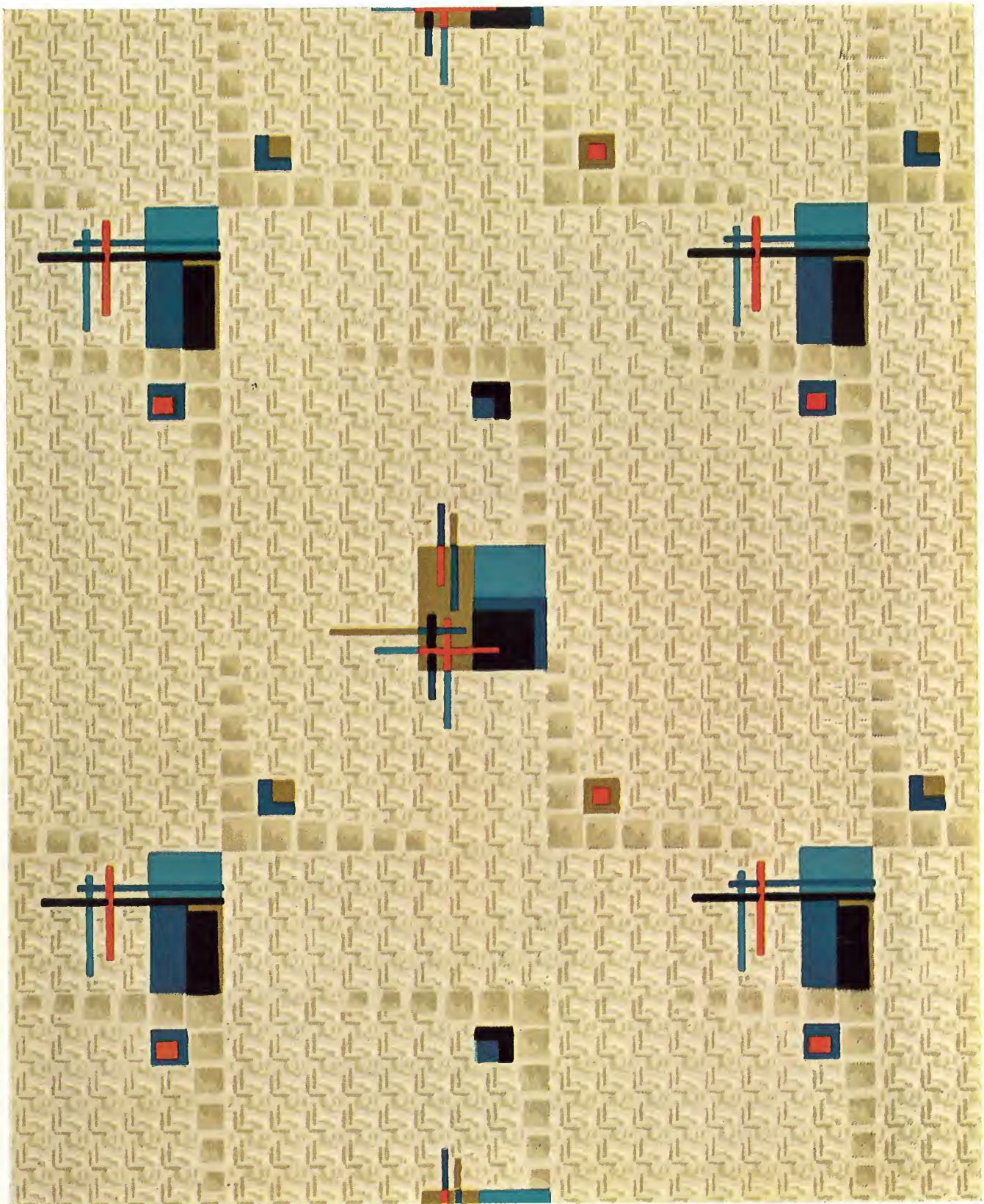
**No. 2960 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBGYL, 3 yards...FBGZM, 4 yards...FBGAP



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

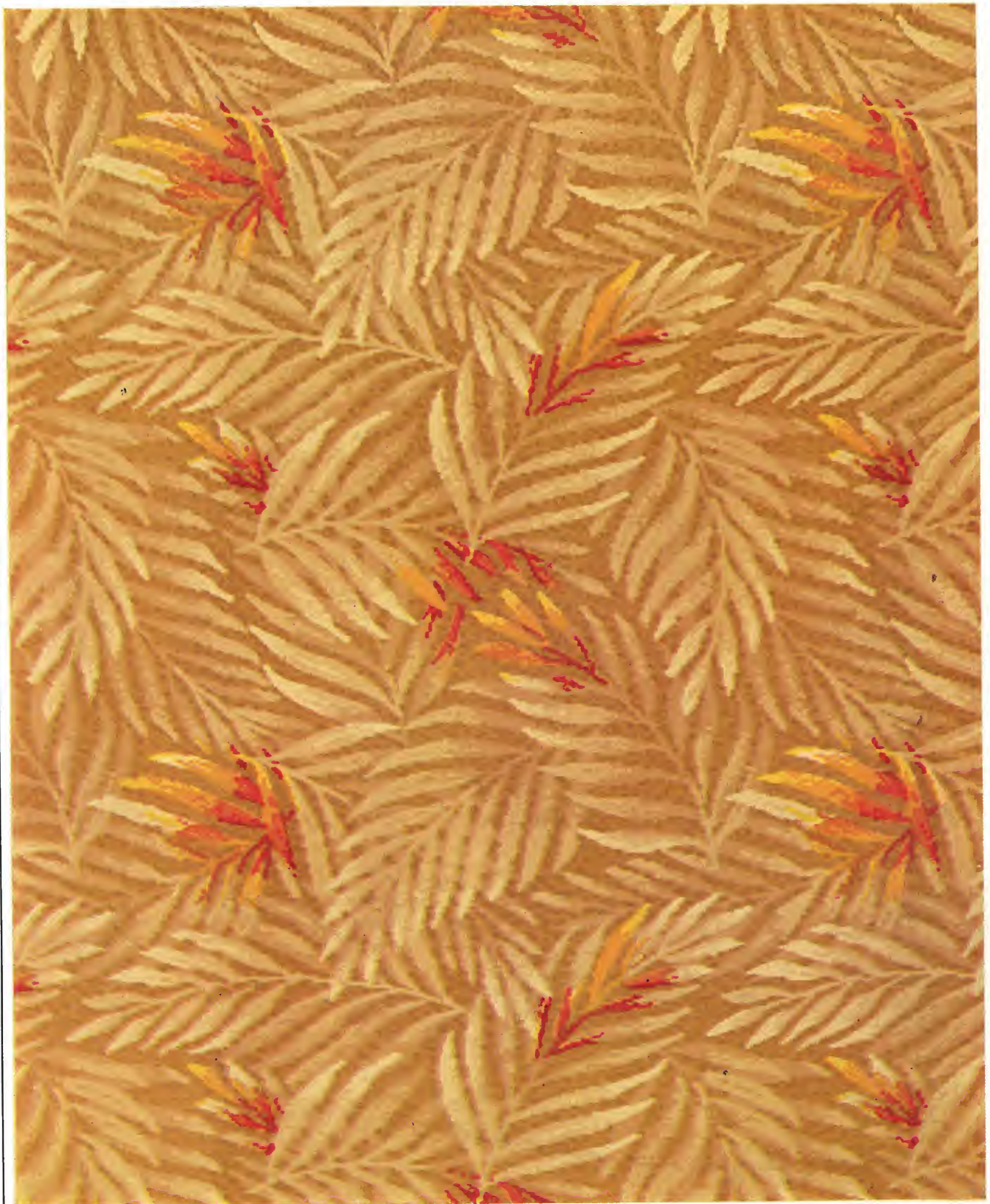
## No. 2970 Armstrong's Quaker Floor Covering

Code Words: 2 yards...FBGBO, 3 yards...FBGCN, 4 yards...FBGDQ



ARMSTRONG'S QUAKER FLOOR COVERING

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(Approximately 1/4 actual size)

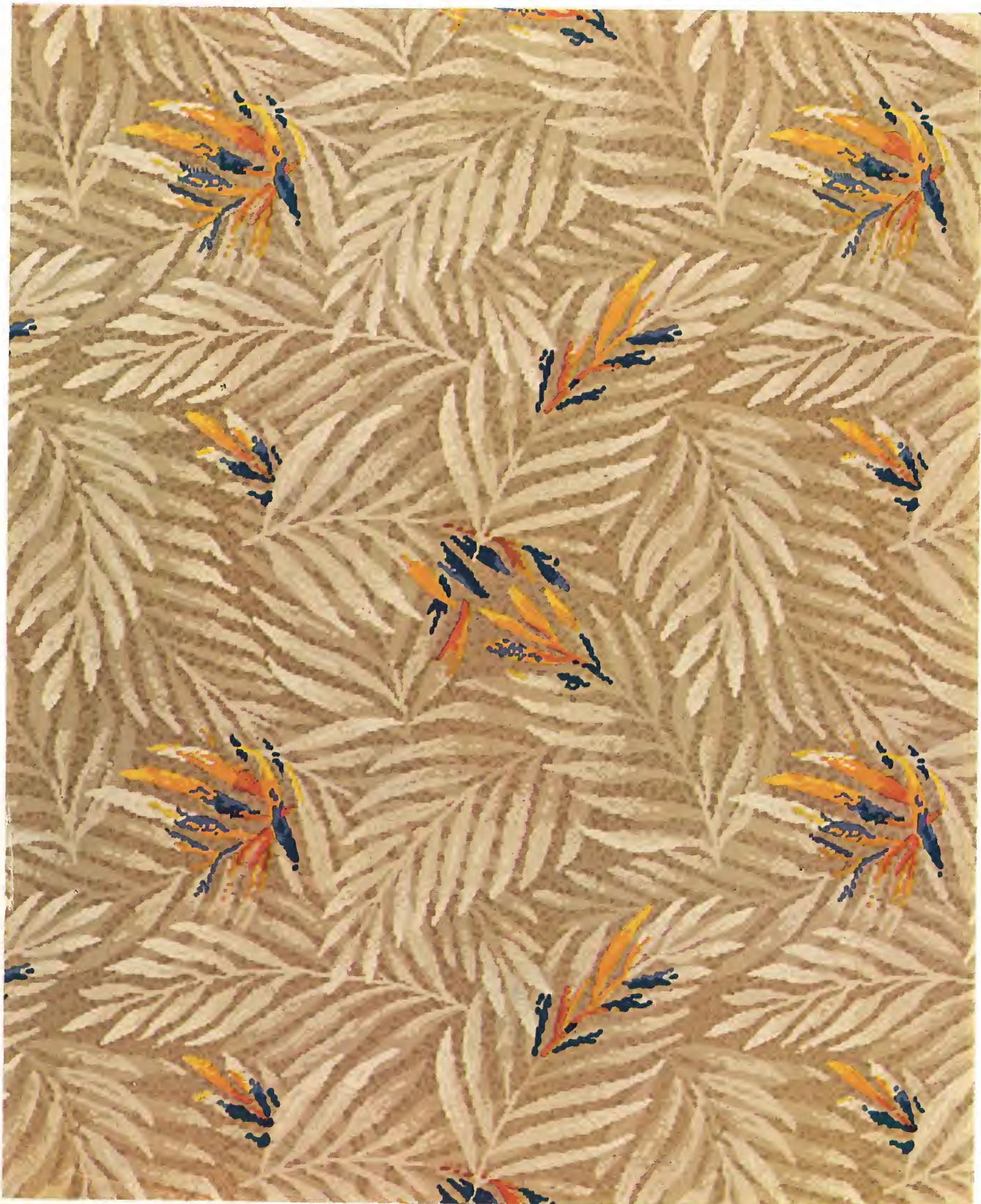
(2, 3, and 4 yards wide)

**No. 2980 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBABO, 3 yards...FBACP, 4 yards...FBADQ



ARMSTRONG'S QUAKER FLOOR COVERING



ARMSTRONG'S

(Approximately 1/4 actual size)

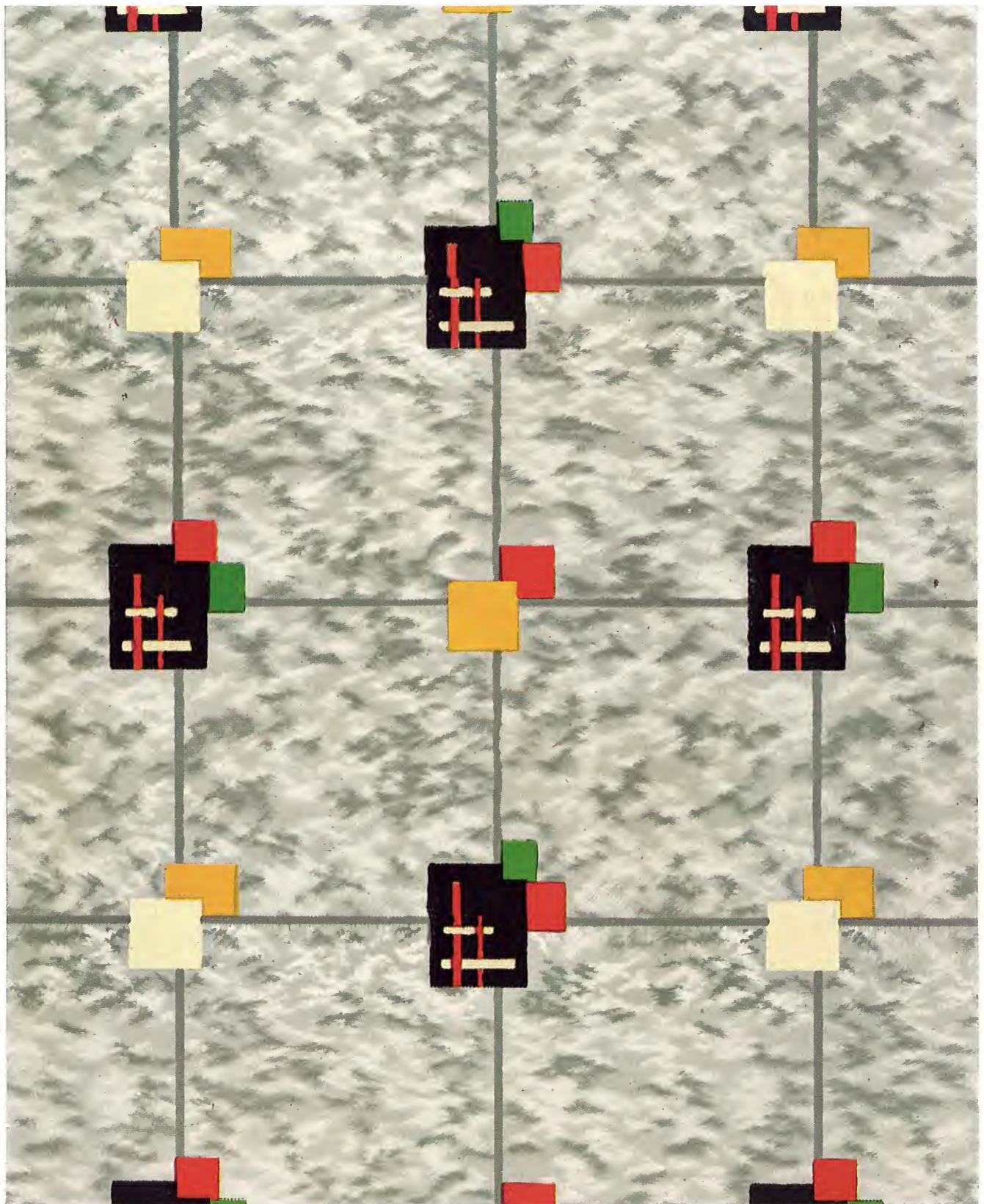
**No. 2981 Armstrong's Quaker Floor Covering**  
 Code Words: 2 yards...FBAER, 3 yards...FBAFS, 4 yards...FBAGT

(2, 3, and 4 yards wide)



# ARMSTRONG'S QUAKER FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

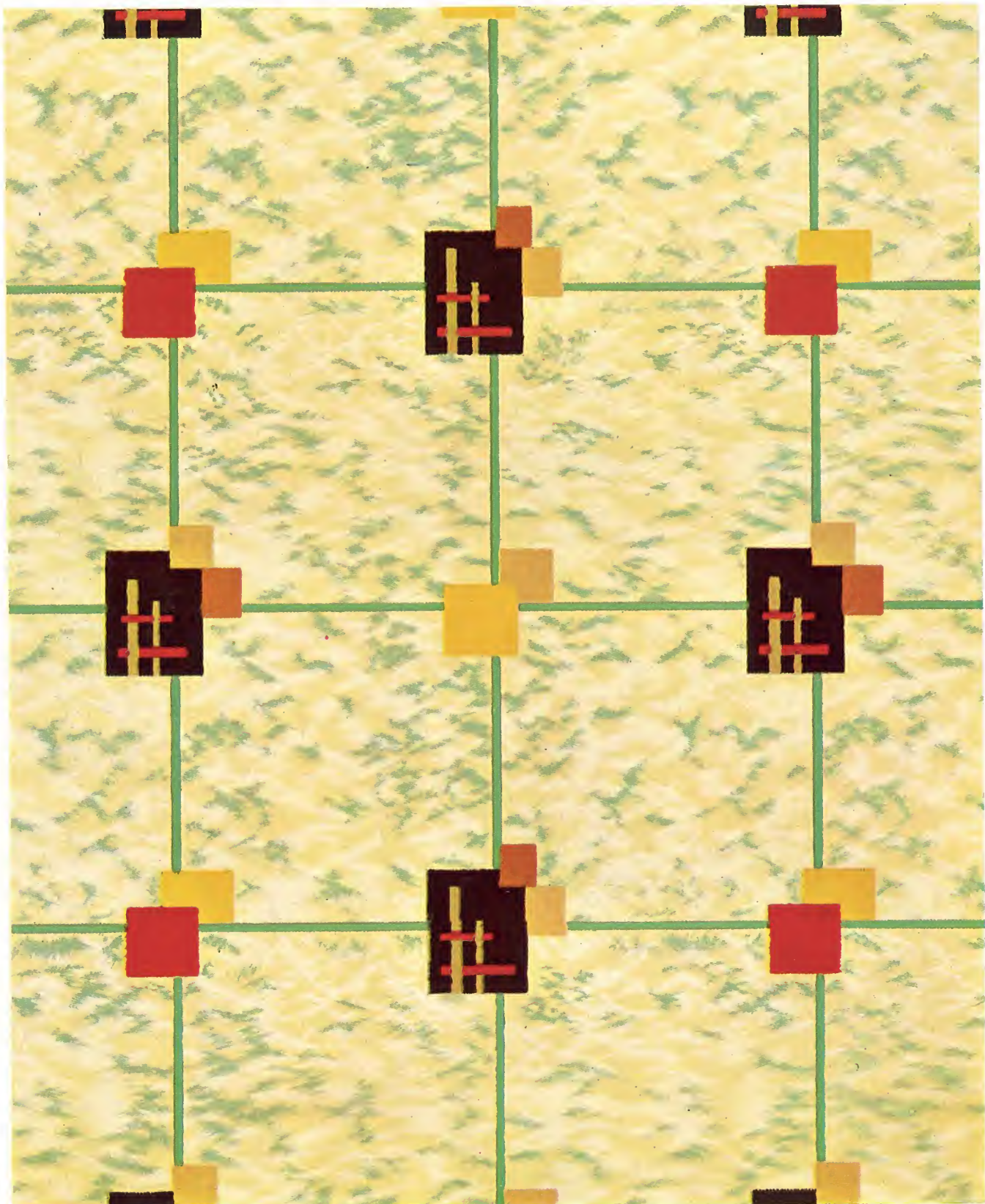
(2, 3, and 4 yards wide)

**No. 2991 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBAKX, 3 yards...FBALY, 4 yards...FBAMZ



# ARMSTRONG'S QUAKER FLOOR COVERING



ARMSTRONG'S

(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 2992 Armstrong's Quaker Floor Covering**

Code Words: 2 yards...FBANA, 3 yards...FBAOB, 4 yards...FBAPC

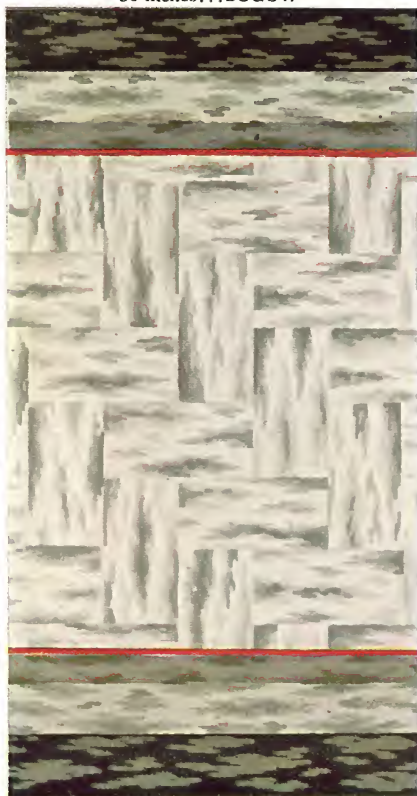


# ARMSTRONG'S QUAKER PASSAGE COVERING

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No. P230 Armstrong's Quaker  
Passage Covering  
(Approx. 1/6 actual size) 24 and 36 inches wide.  
Code Words: 24 inches...SCMAC,  
36 inches...SCGOW



No. P241 Armstrong's Quaker  
Passage Covering  
(Approx. 1/6 actual size) 24 and 36 inches wide.  
Code Words: 24 inches...SCXEK,  
36 inches...SCXMA

Since Armstrong's Quaker Passage Covering combines beauty, durability, and economy, it is an ideal material for covering the floors of entrances and other halls. Passages are always subjected to more severe wear than other areas, and thus the problems of cleaning and refinishing ordinary wood floors are greater. But with long-wearing, easy-to-clean, Quaker Passage Covering over the floors, the cleaning job resolves itself into a daily dusting and an occasional going-over with a damp mop. Maintenance costs are eliminated, and these savings quickly pay for the cost of the floor covering.

But the advantages of Quaker Passage Covering do not stop with ease-of-cleaning, long-wear, and economy. There is also beauty in these colorful patterns that does much to lift a dull uninteresting passage into a lively, cheerful hall.



No. P240 Armstrong's Quaker  
Passage Covering  
(Approx. 1/6 actual size) 24 and 36 inches wide.  
Code Words: 24 inches...SCWID,  
36 inches...SCWUZ



No. P250 Armstrong's Quaker  
Passage Covering  
(Approx. 1/6 actual size) 24 and 36 inches wide.  
Code Words: 24 inches...SCAJO,  
36 inches...SCAMD



No. P251 Armstrong's Quaker  
Passage Covering  
(Approx. 1/6 actual size) 24 and 36 inches wide.  
Code Words: 24 inches...SCAOV,  
36 inches...SCAPE





**POPULAR PRICES, BEAUTY, AND GOOD SERVICE FOUND BY THRIFTY BUYERS IN ARMSTRONG'S STANDARD RUGS AND FLOOR COVERING**

Since Armstrong's Standard Rugs and Floor Covering combine the serviceability of medium grade felt-base goods and popular prices, they offer real value to the discriminating shopper who is looking for an inexpensive felt-base rug or floor covering that will give good service. The attractive offering is designed by the same artists who style the more expensive grades of floor coverings. There is a wide range of Standard

patterns including many distinctive and colorful floral, tile, textured, and geometric designs.

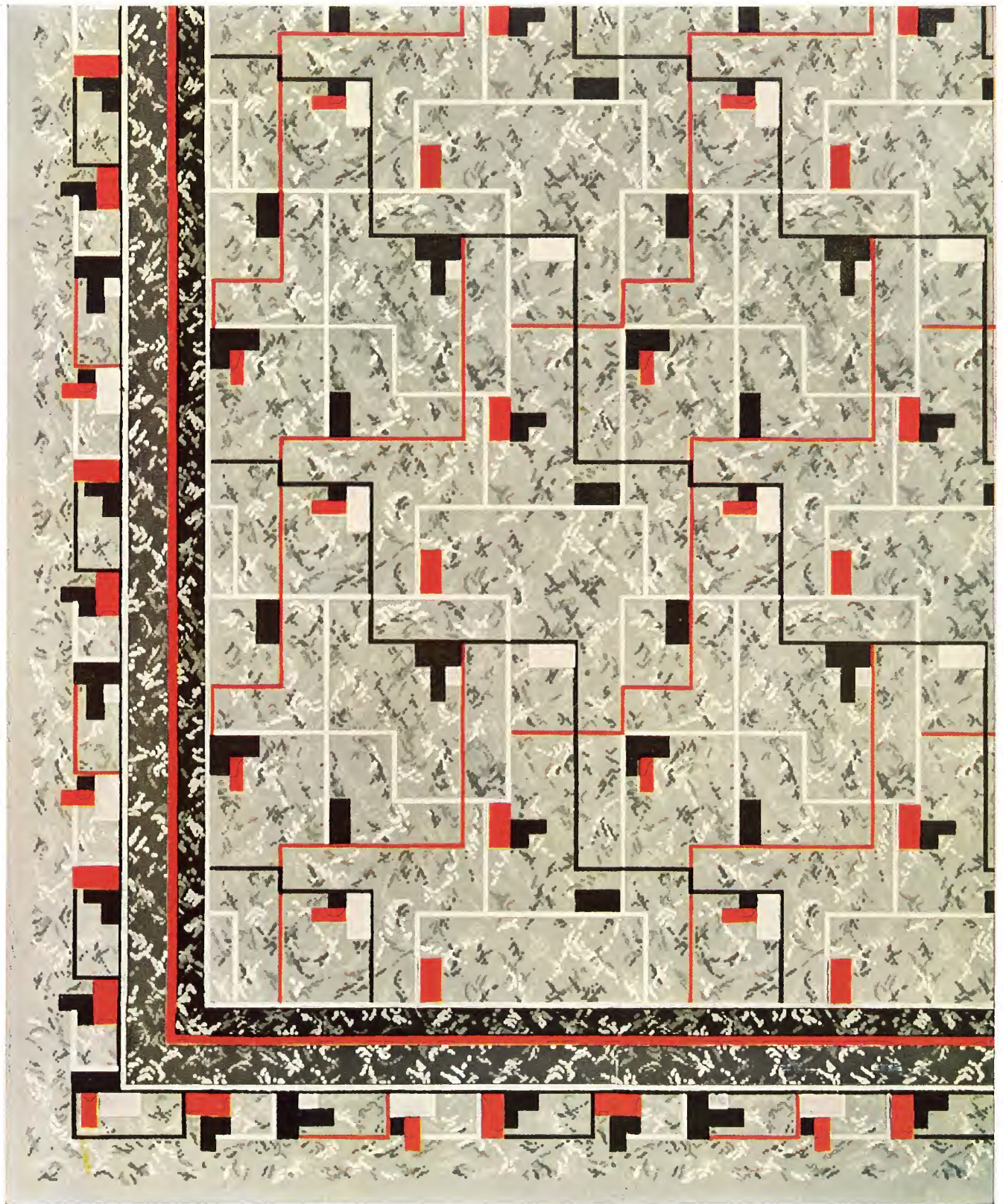
Special attention is called to the large 12-foot widths in Standard Rugs and Standard Floor Covering. This exclusive Armstrong feature permits one-piece floors and better-fitting rugs for many rooms.

In the bedroom pictured above is Standard Rug No. 4461, a fern-leaf motif in blue with colorful flowers.



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4247 Standard Rug

3' x 9'.....FRDRH  
3' x 12'.....FRDSJ  
6' x 9'.....FRPMP  
6' x 12'.....FRGLG

7½' x 9'.....FRPNO  
9' x 9'.....FRPOB  
9' x 10½'.....FRPTG

9' x 12'.....FRPUH  
9' x 15'.....FRPXK  
12' x 12'.....FRPYB  
12' x 15'.....FRPZM





(Approximately 1/6 actual size)

No. 4380 Standard Rug

3' x 9' ..... FRDTK  
 3' x 12' ..... FRDUL  
 6' x 9' ..... FREAU  
 6' x 12' ..... FRQMZ

7½' x 9' ..... FREBL  
 9' x 9' ..... FRECI  
 9' x 10½' ..... FREDO

9' x 12' ..... FREEY  
 9' x 15' ..... FREHA  
 12' x 12' ..... FRDVM  
 12' x 15' ..... FRDWN





(Approximately 1/6 actual size)

No. 4381 Standard Rug

3' x 9' ..... FRDXO  
 3' x 12' ..... FRDYP  
 6' x 9' ..... FRHCO  
 6' x 12' ..... FRQNA

7½' x 9' ..... FRHDP  
 9' x 9' ..... FRHEQ  
 9' x 10½' ..... FRHFR

9' x 12' ..... FRHGS  
 9' x 15' ..... FRHIU  
 12' x 12' ..... FRDZQ  
 12' x 15' ..... FRIAO





(Approximately 1/6 actual size)

No. 4382 Standard Rug

3' x 9'.....FRIBZ  
3' x 12'.....FRICY  
6' x 9'.....FRIGO  
6' x 12'.....FRQOB

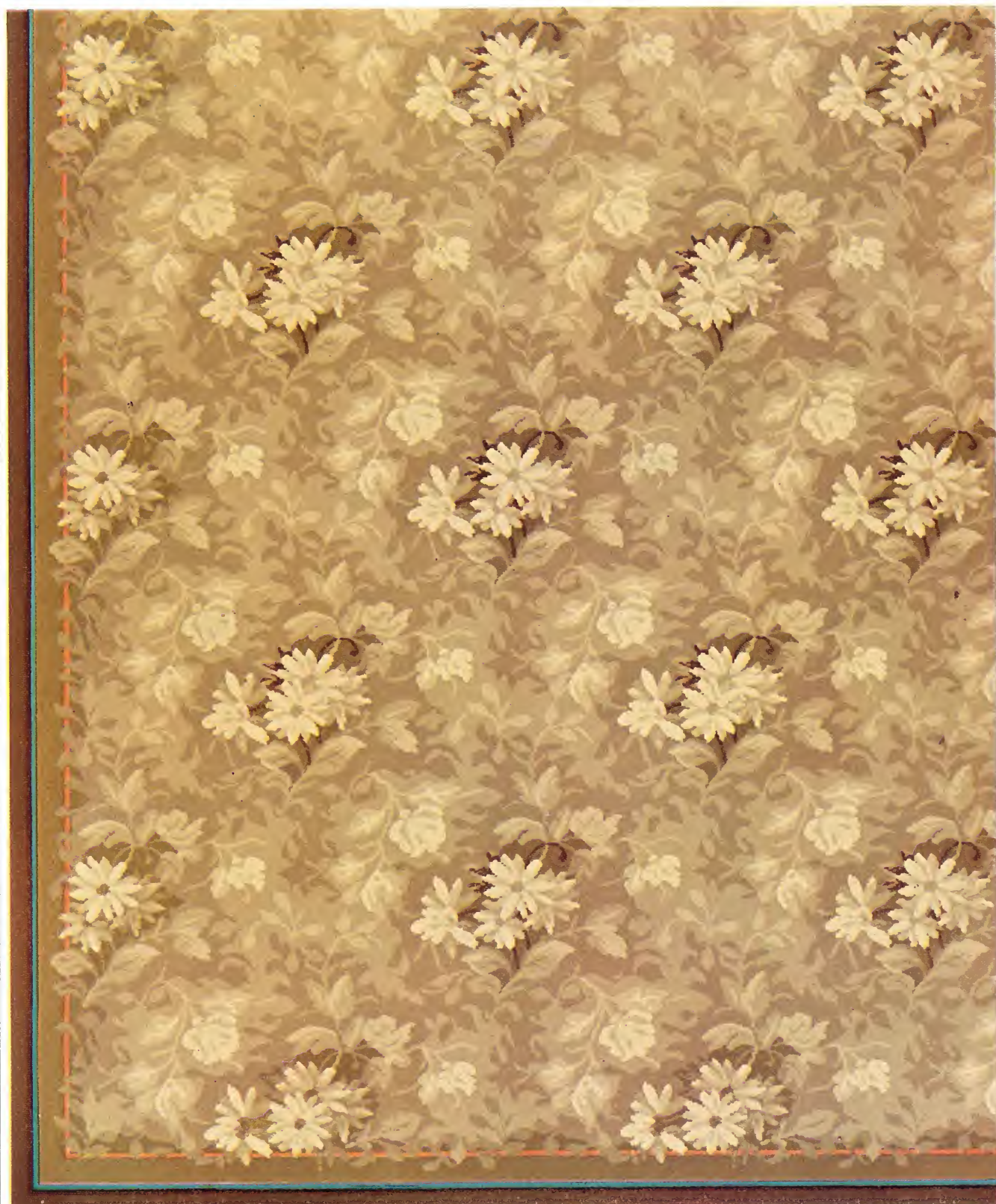
7½' x 9'.....FRNAL  
9' x 9'.....FRNBM  
9' x 10½'.....FRNCO

9' x 12'.....FRNDP  
9' x 15'.....FRNEQ  
12' x 12'.....FRIDX  
12' x 15'.....FRIEW



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4410 Standard Rug

3' x 9'.....FRIMP  
3' x 12'.....FRINO  
6' x 9'.....FRION  
6' x 12'.....FRQPC

7½' x 9'.....FRIPM  
9' x 9'.....FRIQL  
9' x 10½'.....FRIK

9' x 12'.....FRISJ  
9' x 15'.....FRITI  
12' x 12'.....FRIUH  
12' x 15'.....FRIVE



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4411 Standard Rug

3' x 9'.....FRIWE  
3' x 12'.....FRIXD  
6' x 9'.....FRIYC  
6' x 12'.....FRQUH

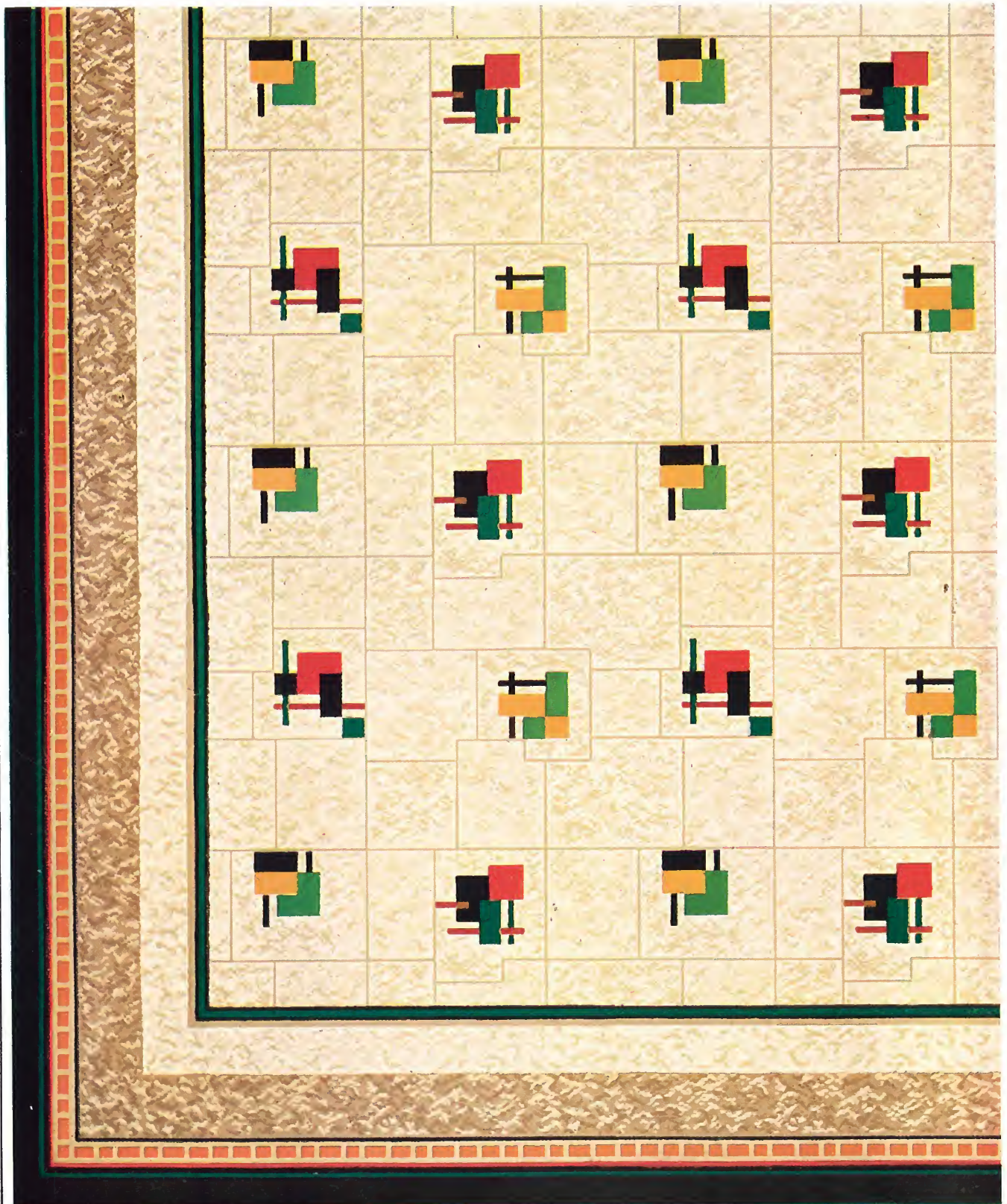
7½' x 9'.....FRIZB  
9' x 9'.....FROAH  
9' x 10½'.....FROBI

9' x 12'.....FROCJ  
9' x 15'.....FRODK  
12' x 12'.....FROEL  
12' x 15'.....FROFM



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4422 Standard Rug

3' x 9'.....FRSAJ  
3' x 12'.....FRSBK  
6' x 9'.....FRSCL  
6' x 12'.....FRQRE

7½' x 9'.....FRSDM  
9' x 9'.....FRSEN  
9' x 10½'.....FRSFO

9' x 12'.....FRSGP  
9' x 15'.....FRSHQ  
12' x 12'.....FRSIR  
12' x 15'.....FRSJS



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4430 Standard Rug

3' x 9'.....FRSKT	7½' x 9'.....FRSNW	9' x 12'.....FRSQZ
3' x 12'.....FRSLU	9' x 9'.....FRSOX	9' x 15'.....FRSRA
6' x 9'.....FRSMV	9' x 10½'.....FRSPY	12' x 12'.....FRSSB
6' x 12'.....FRQSF		12' x 15'.....FRSTC





(Approximately 1/6 actual size)

No. 4440 Standard Rug

3' x 9'.....FRCAS  
3' x 12'.....FRCBT  
6' x 9'.....FRCCU  
6' x 12'.....FRCDV

7½' x 9'.....FRCEW  
9' x 9'.....FRCFX  
9' x 10½'.....FRCGY

9' x 12'.....FRCHZ  
9' x 15'.....FRCIA  
12' x 12'.....FRCJB  
12' x 15'.....FRCKC





(Approximately 1/6 actual size)

No. 4441 Standard Rug

3' x 9'.....FRCLD  
3' x 12'.....FRCME  
6' x 9'.....FRCNF  
6' x 12'.....FRCOG

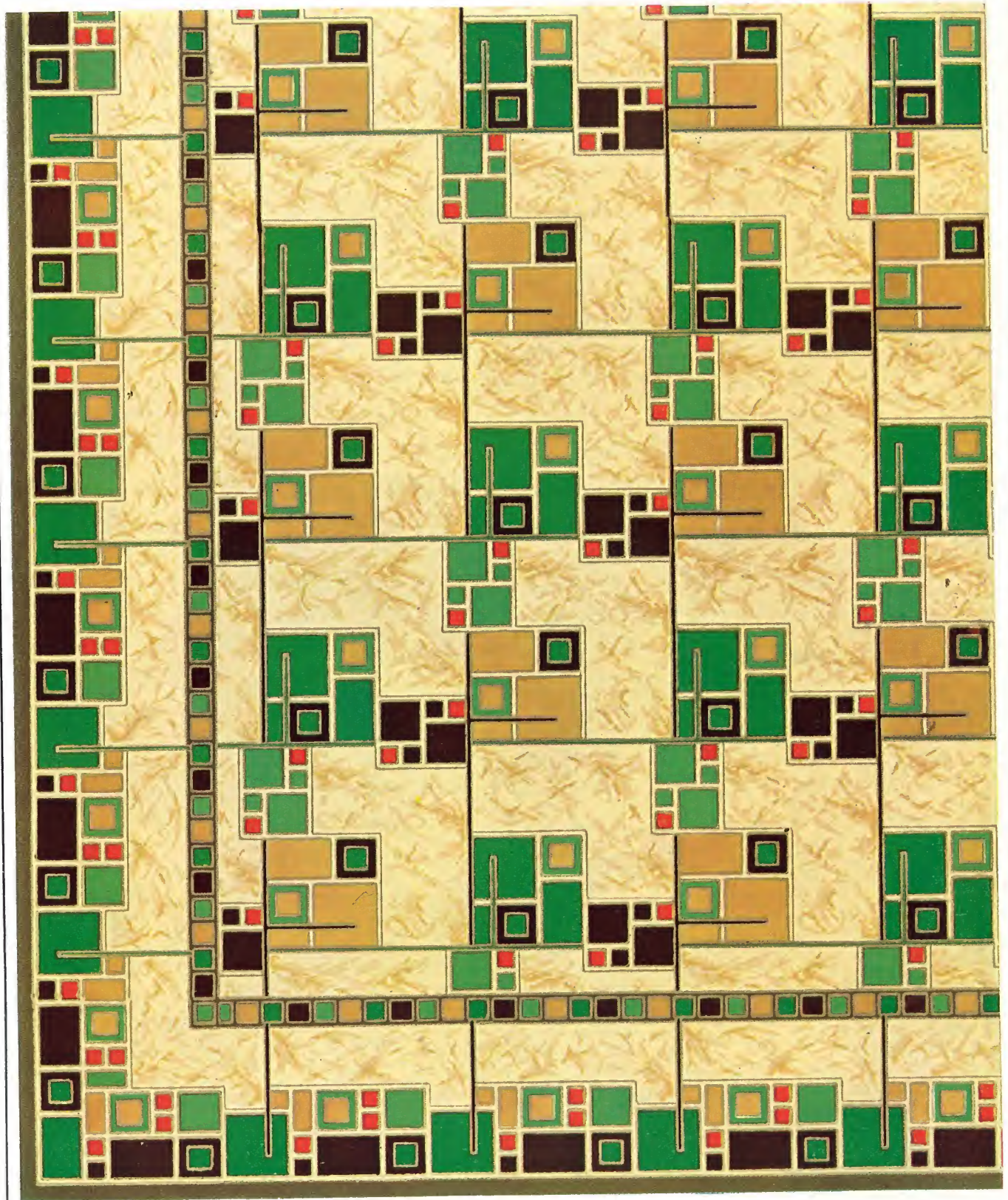
7½' x 9'.....FRCPH  
9' x 9'.....FRCQI  
9' x 10½'.....FRCRJ

9' x 12'.....FRCSK  
9' x 15'.....FRCTL  
12' x 12'.....FRCUM  
12' x 15'.....FRCVN



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

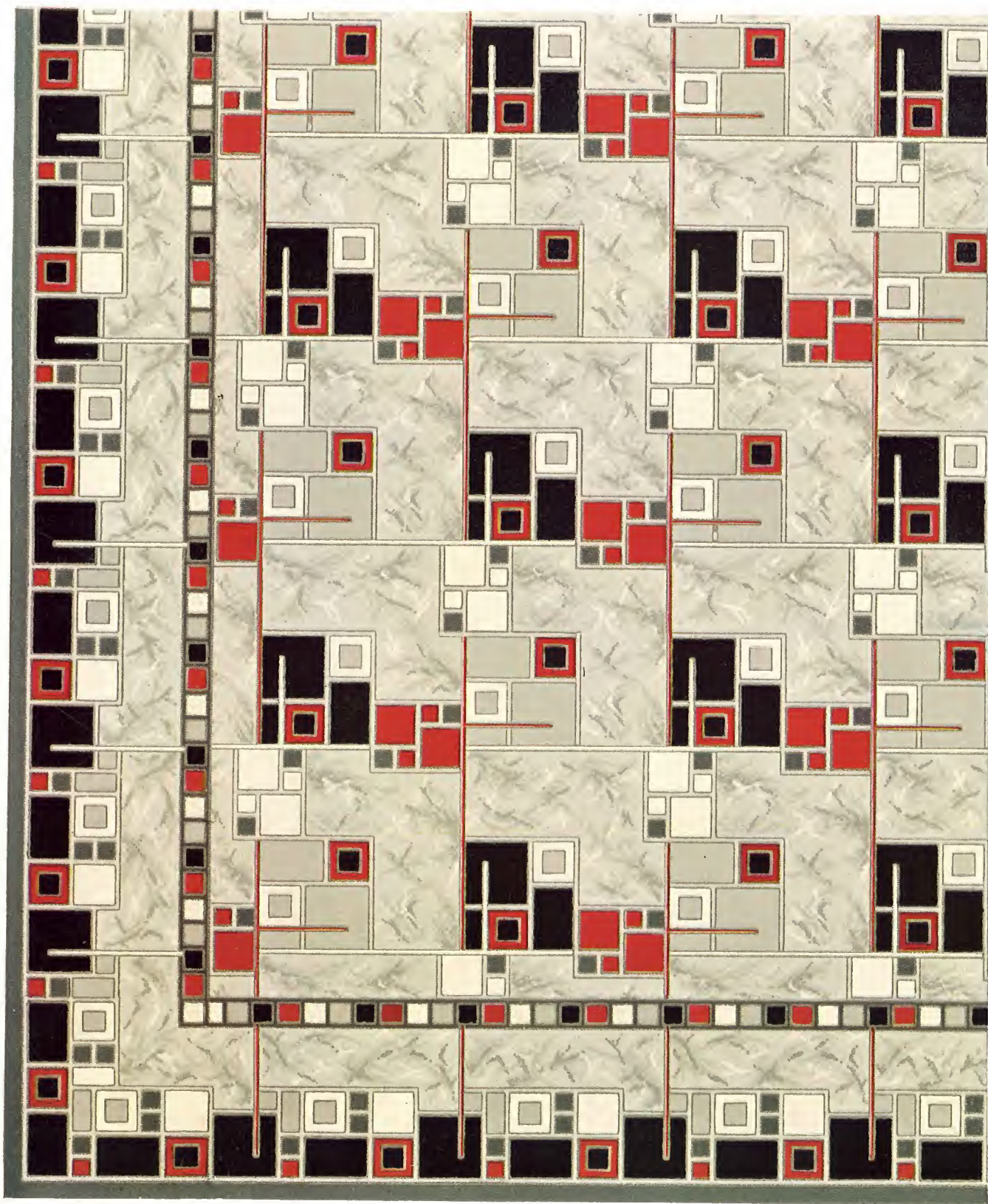
## No. 4450 Standard Rug

3' x 9'.....FRCWO	6' x 12'.....FRFAT	9' x 12'.....FRFEX
3' x 12'.....FRCXP	7½' x 9'.....FRFBU	12' x 12'.....FRFGZ
6' x 9'.....FRCYQ	9' x 10½'.....FRFDW	12' x 15'.....FRFHA



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4451 Standard Rug

3' x 9'.....FRFIB  
3' x 12'.....FRFJC  
6' x 9'.....FRFKD

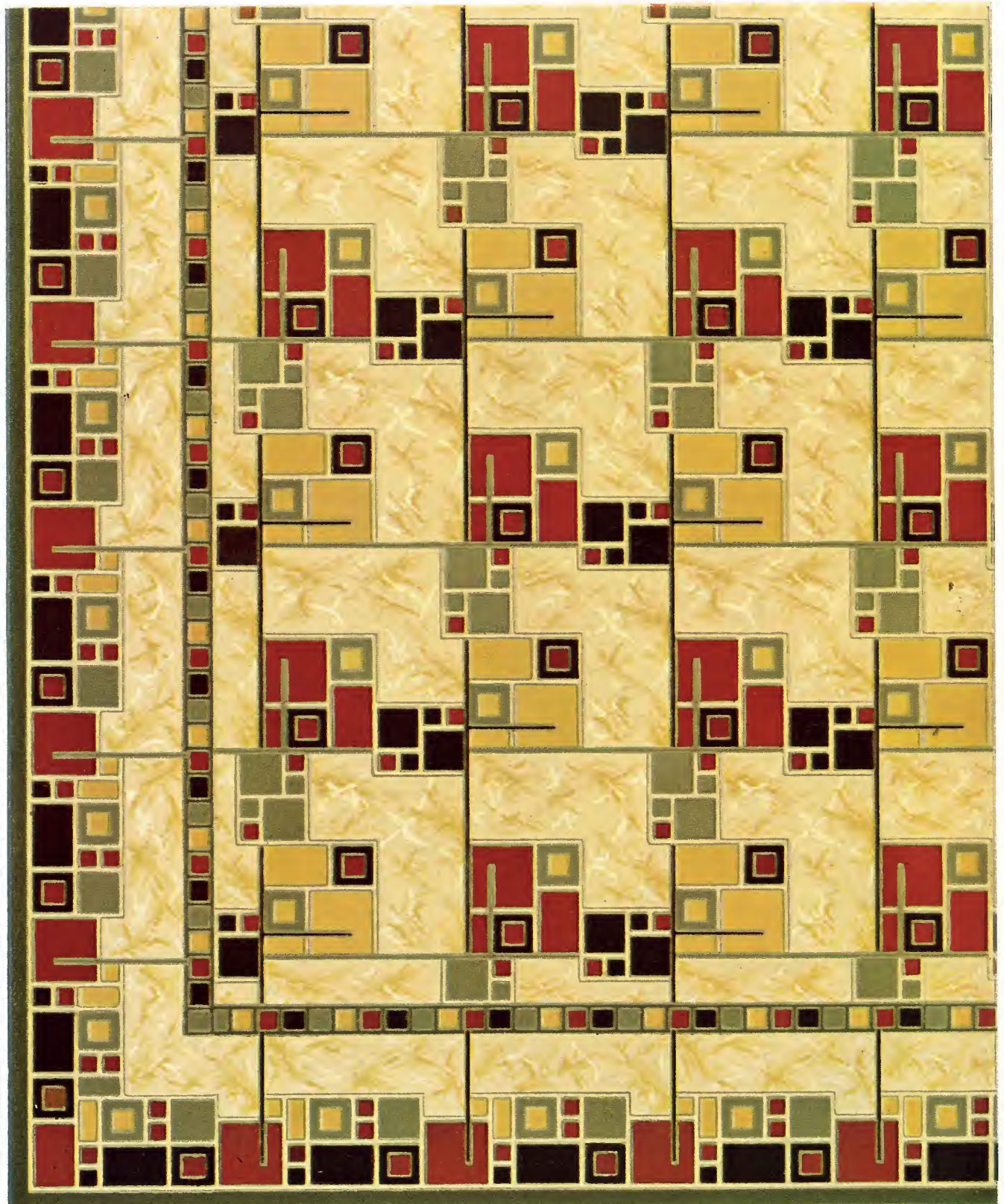
6' x 12'.....FRFLE  
7½' x 9'.....FRFMF  
9' x 10½'.....FRFNG

9' x 12'.....FRFOH  
12' x 12'.....FRFPI  
12' x 15'.....FRFRK



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4452 Standard Rug

3' x 9'.....FRFSL	6' x 12'.....FRFVO	9' x 12'.....FRGBW
3' x 12'.....FRFTM	7½' x 9'.....FRFWP	12' x 12'.....FRGDY
6' x 9'.....FRFUN	9' x 10½'.....FRGAV	12' x 15'.....FRGEZ



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4460 Standard Rug

3' x 9'.....FRGMH  
3' x 12'.....FRGNI  
6' x 9'.....FRGOJ  
6' x 12'.....FRGPK

7½' x 9'.....FRGQL  
9' x 9'.....FRGRM  
9' x 10½'.....FRGSN

9' x 12'.....FRGTO  
9' x 15'.....FRGUP  
12' x 12'.....FRGVQ  
12' x 15'.....FRGWR



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

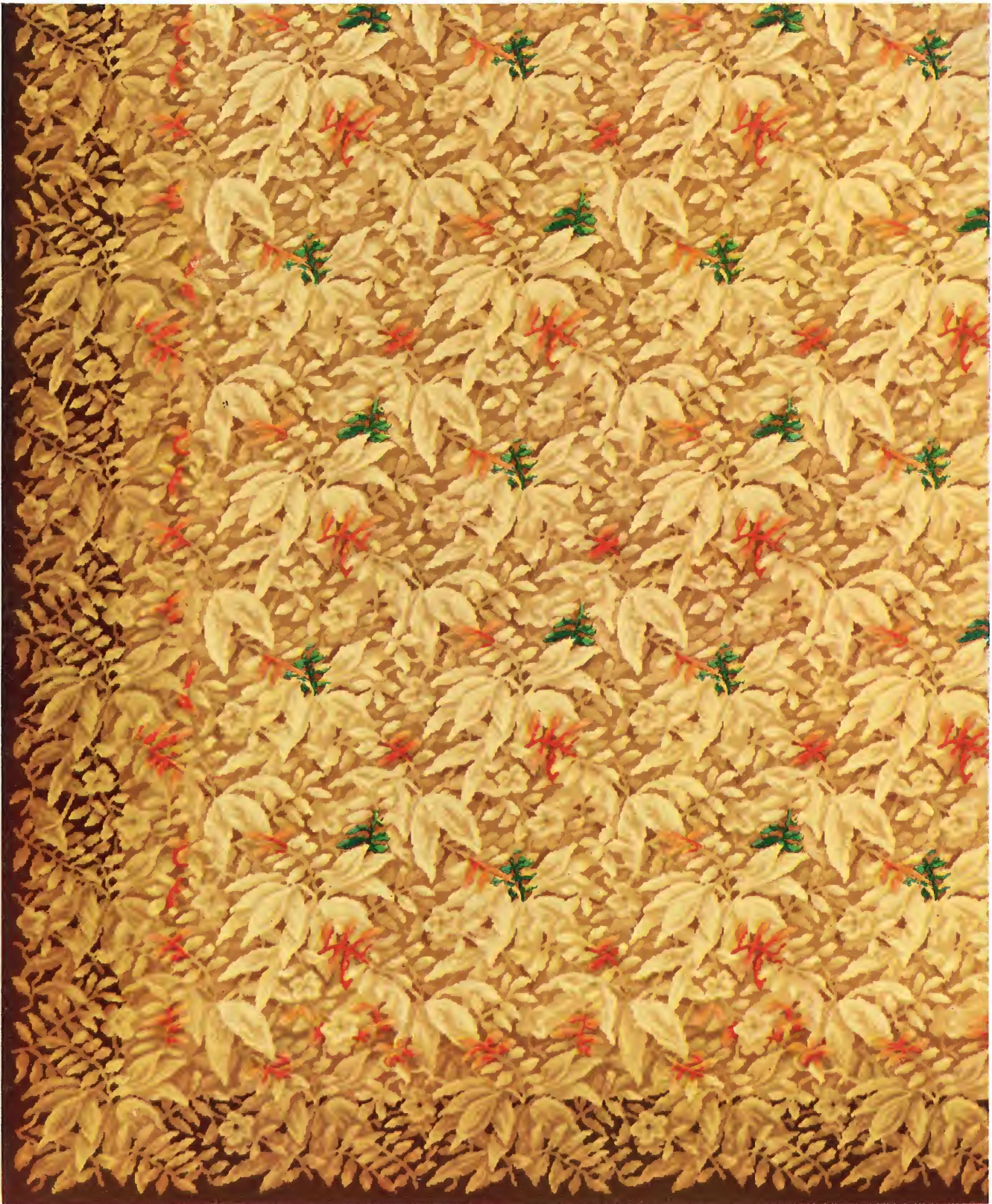
## No. 4461 Standard Rug

3' x 9'.....FRGXS  
3' x 12'.....FRGYT  
6' x 9'.....FRGZU  
6' x 12'.....FRKAX

7½' x 9'.....FRKBY  
9' x 9'.....FRKCZ  
9' x 10½'.....FRKDA

9' x 12'.....FRKEB  
9' x 15'.....FRKFC  
12' x 12'.....FRKGD  
12' x 15'.....FRKHE





(Approximately 1/6 actual size)

**No. 4462 Standard Rug**

3' x 9'.....FRKJG  
 3' x 12'.....FRKKH  
 6' x 9'.....FRKLI  
 6' x 12'.....FRKMJ

7½' x 9'.....FRKNK  
 9' x 9'.....FRKOL  
 9' x 10½'.....FRKPM

9' x 12'.....FRKQN  
 9' x 15'.....FRKRO  
 12' x 12'.....FRKSP  
 12' x 15'.....FRKTQ



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4463 Standard Rug

3' x 9'.....FRKUR  
3' x 12'.....FRKVS  
6' x 9'.....FRKWT  
6' x 12'.....FRKXU

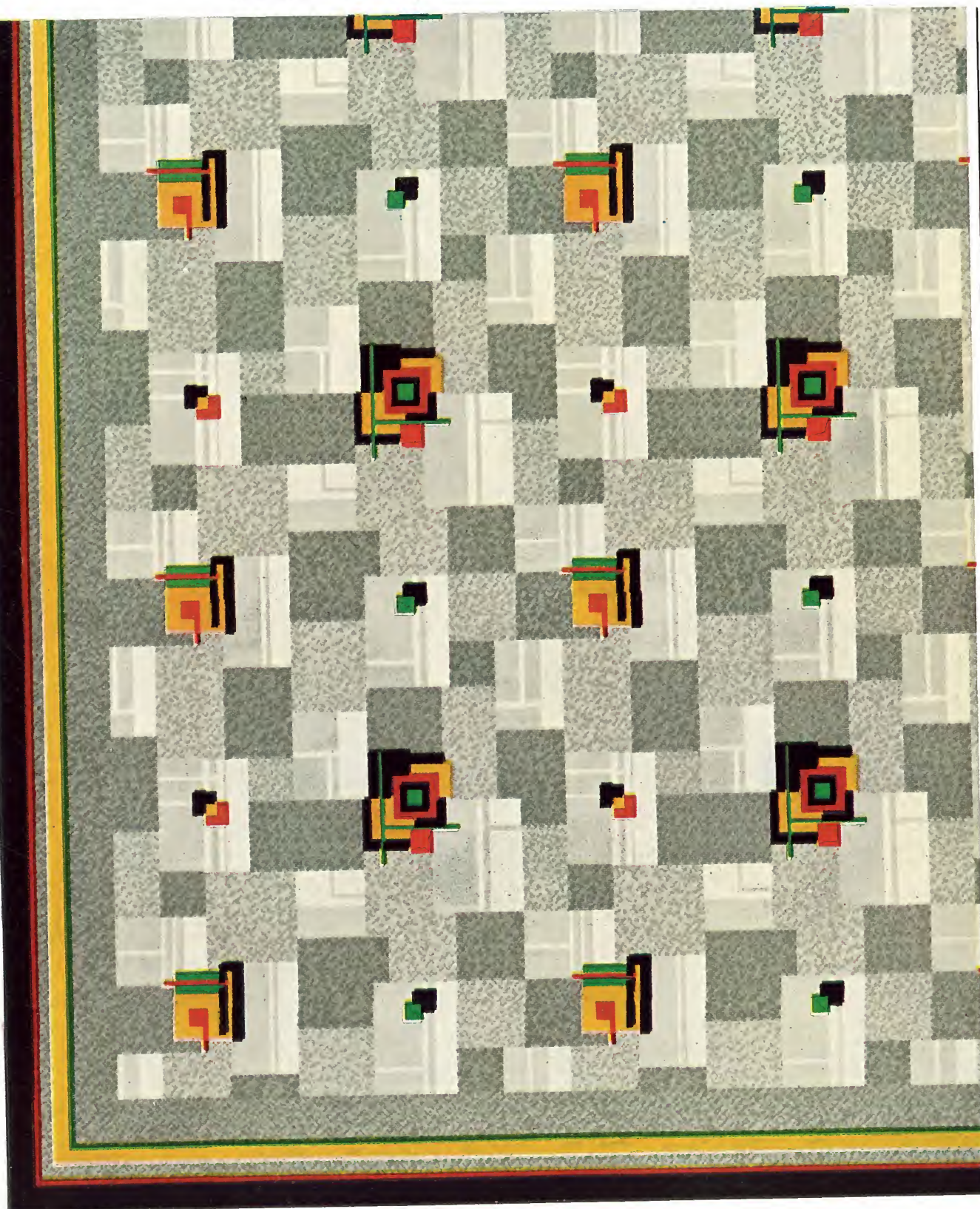
7½' x 9'.....FRKYV  
9' x 9'.....FRKZW  
9' x 10½'.....FRLAP

9' x 12'.....FRLBQ  
9' x 15'.....FRLCR  
12' x 12'.....FRLDS  
12' x 15'.....FRLET



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4470 Standard Rug

3' x 9'.....FRLFU  
3' x 12'.....FRLGV  
6' x 9'.....FRLHW  
6' x 12'.....FRLIX

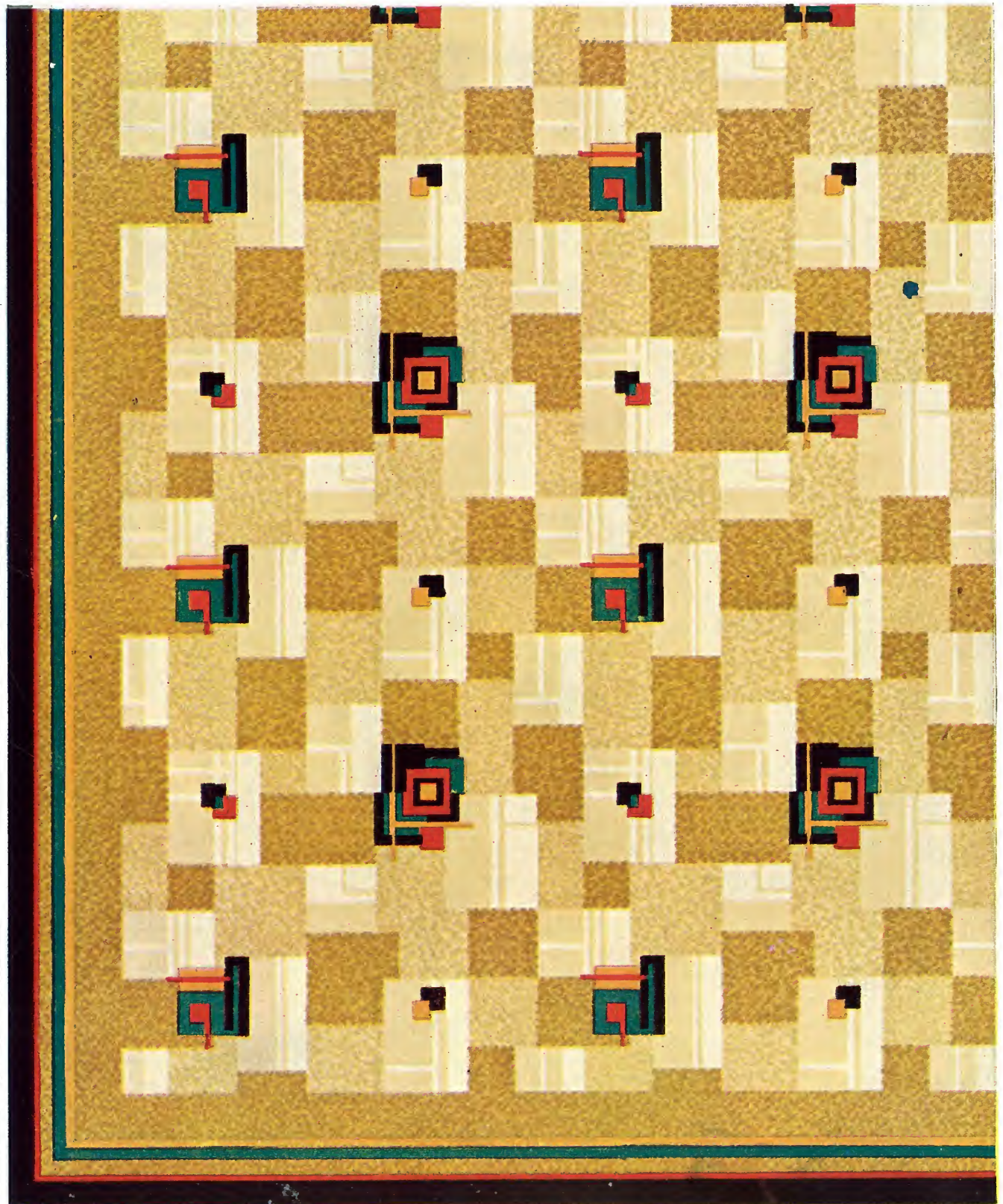
7½' x 9'.....FRLJY  
9' x 9'.....FRLKZ  
9' x 10½'.....FRLLA

9' x 12'.....FRLMB  
9' x 15'.....FRLNC  
12' x 12'.....FRL0D  
12' x 15'.....FRLPE



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

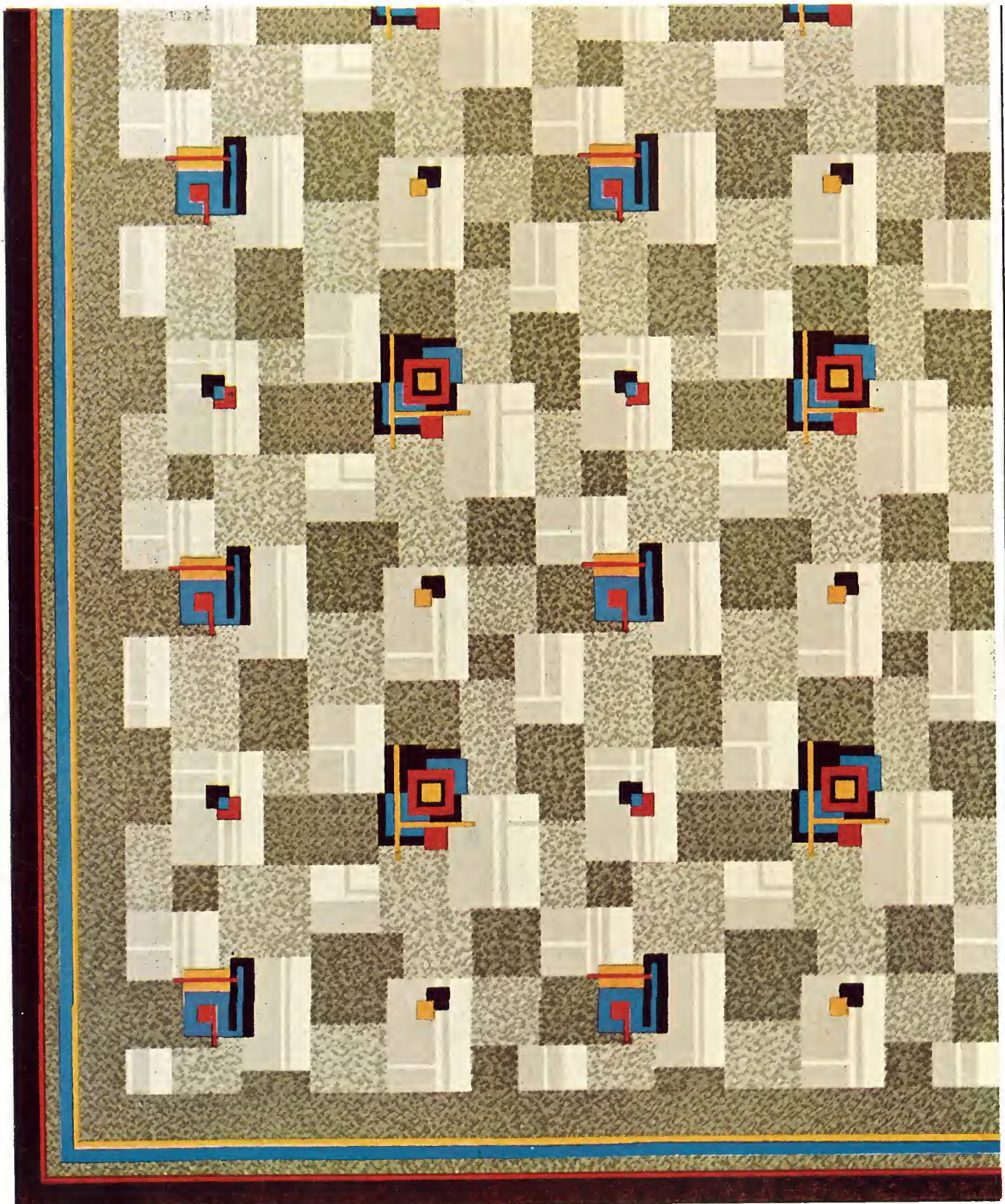
## No. 4471 Standard Rug

3' x 9'.....FRLQF	7½' x 9'.....FRLUJ	9' x 12'.....FRLXM
3' x 12'.....FRLRG	9' x 9'.....FRLVK	9' x 15'.....FRLYN
6' x 9'.....FRLSH	9' x 10½'.....FRLWL	12' x 12'.....FRLZO
6' x 12'.....FRLTI		12' x 15'.....FRQAN



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

## No. 4472 Standard Rug

3' x 9' ..... FRQBO  
3' x 12' ..... FRQCP  
6' x 9' ..... FRQDQ  
6' x 12' ..... FRQER

7½' x 9' ..... FRQFS  
9' x 9' ..... FRQGT  
9' x 10½' ..... FRQHU

9' x 12' ..... FRQIV  
9' x 15' ..... FRQJW  
12' x 12' ..... FRQKX  
12' x 15' ..... FRQLY



# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S

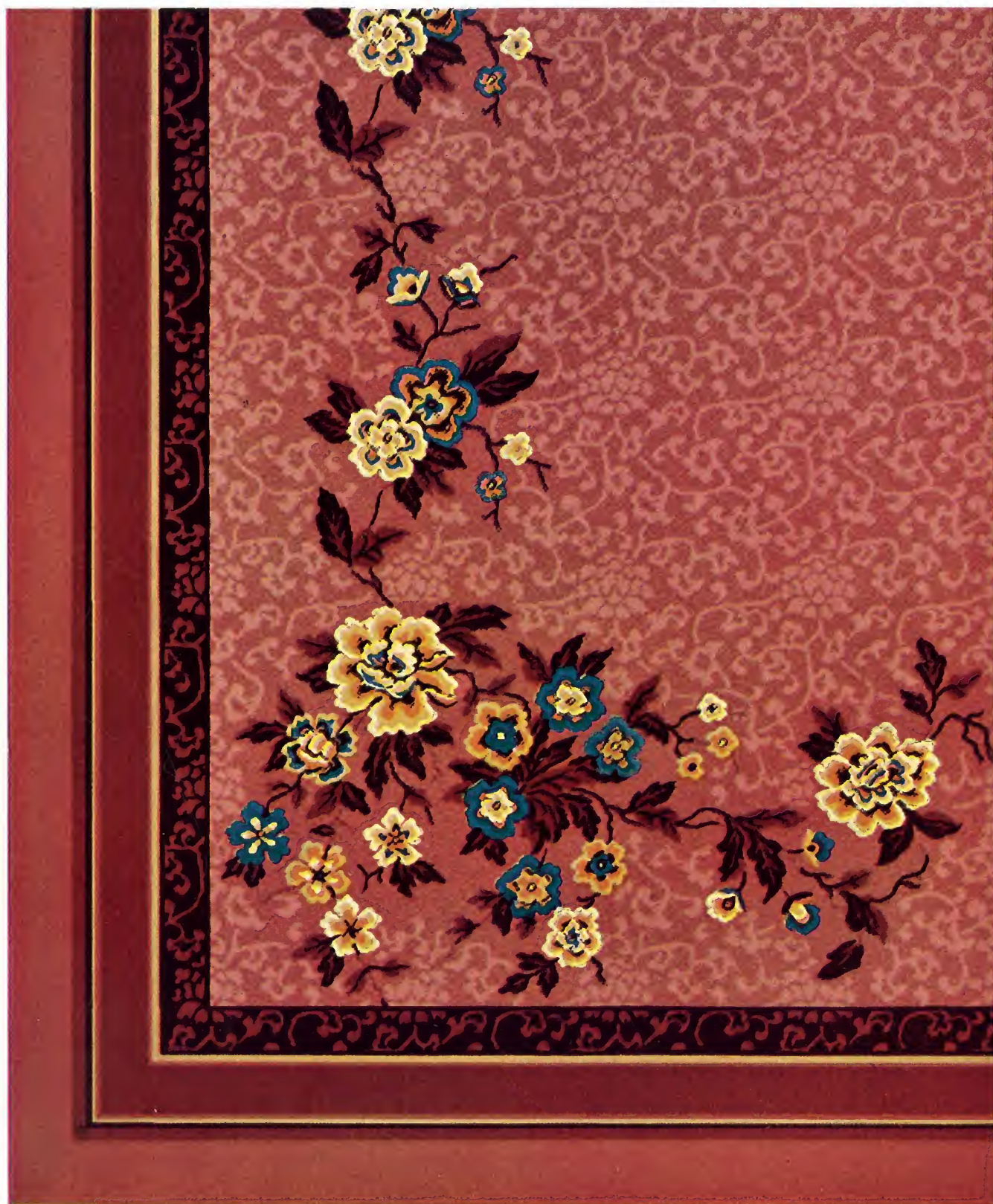


(Approximately 1/6 actual size)

## No. 11620 Standard Rug

3' x 9'.....FRMEP	7½' x 9'.....FRVUB	9' x 12'.....FRWYR
3' x 12'.....FRMFQ	9' x 9'.....FRWAT	9' x 15'.....FRXEG
6' x 9'.....FRVIN	9' x 10½'.....FRWOM	12' x 12'.....FRMGR
6' x 12'.....FRGID		12' x 15'.....FRMHS





(Approximately 1/6 actual size)

No. 11621 Standard Rug

3' x 9'.....FRMIT  
6' x 9'.....FRYFI

7½' x 9'.....FRYNA

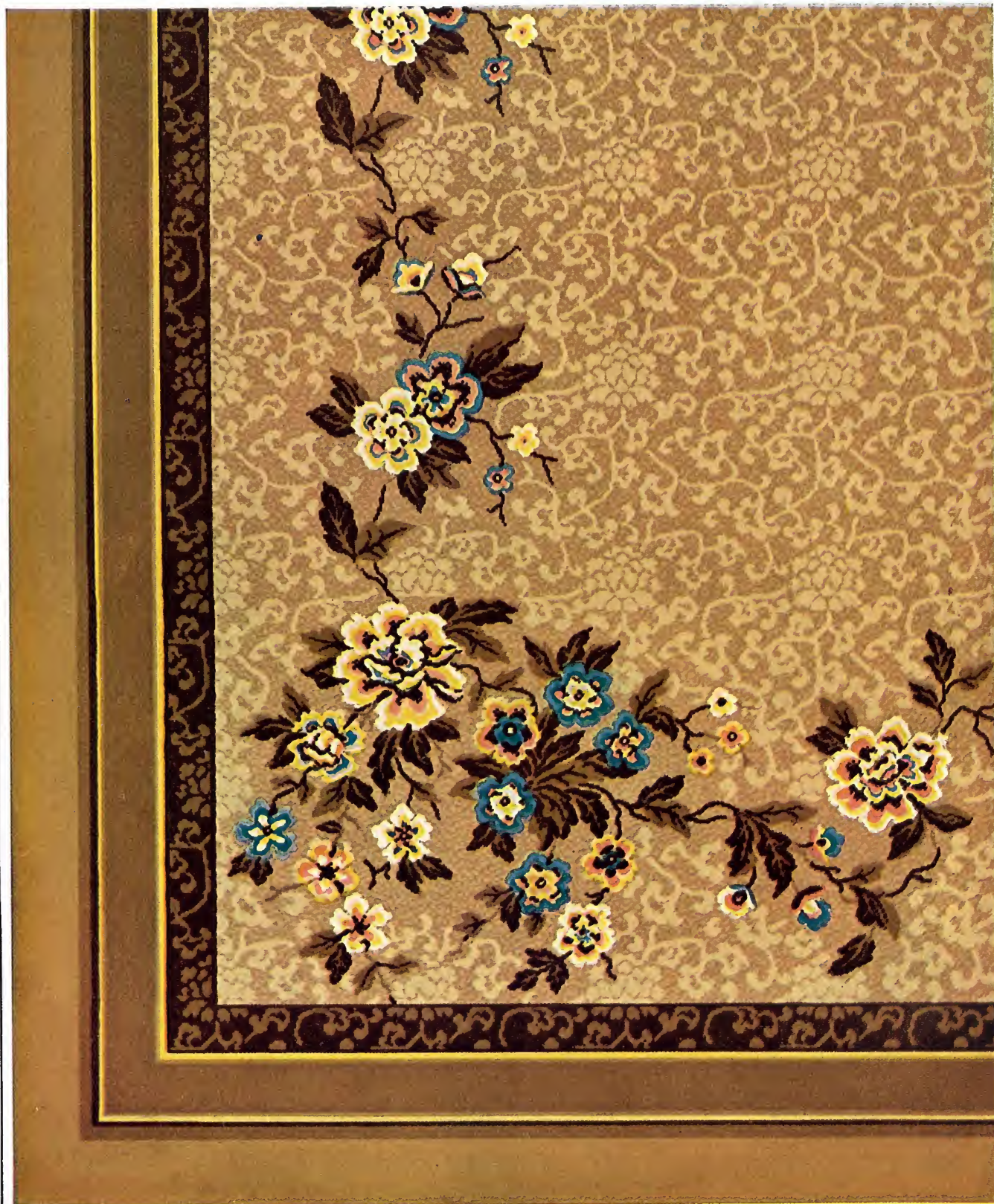
9' x 10½'.....FRYPE  
9' x 12'.....FRYUT





# ARMSTRONG'S STANDARD RUGS

ARMSTRONG'S



(Approximately 1/6 actual size)

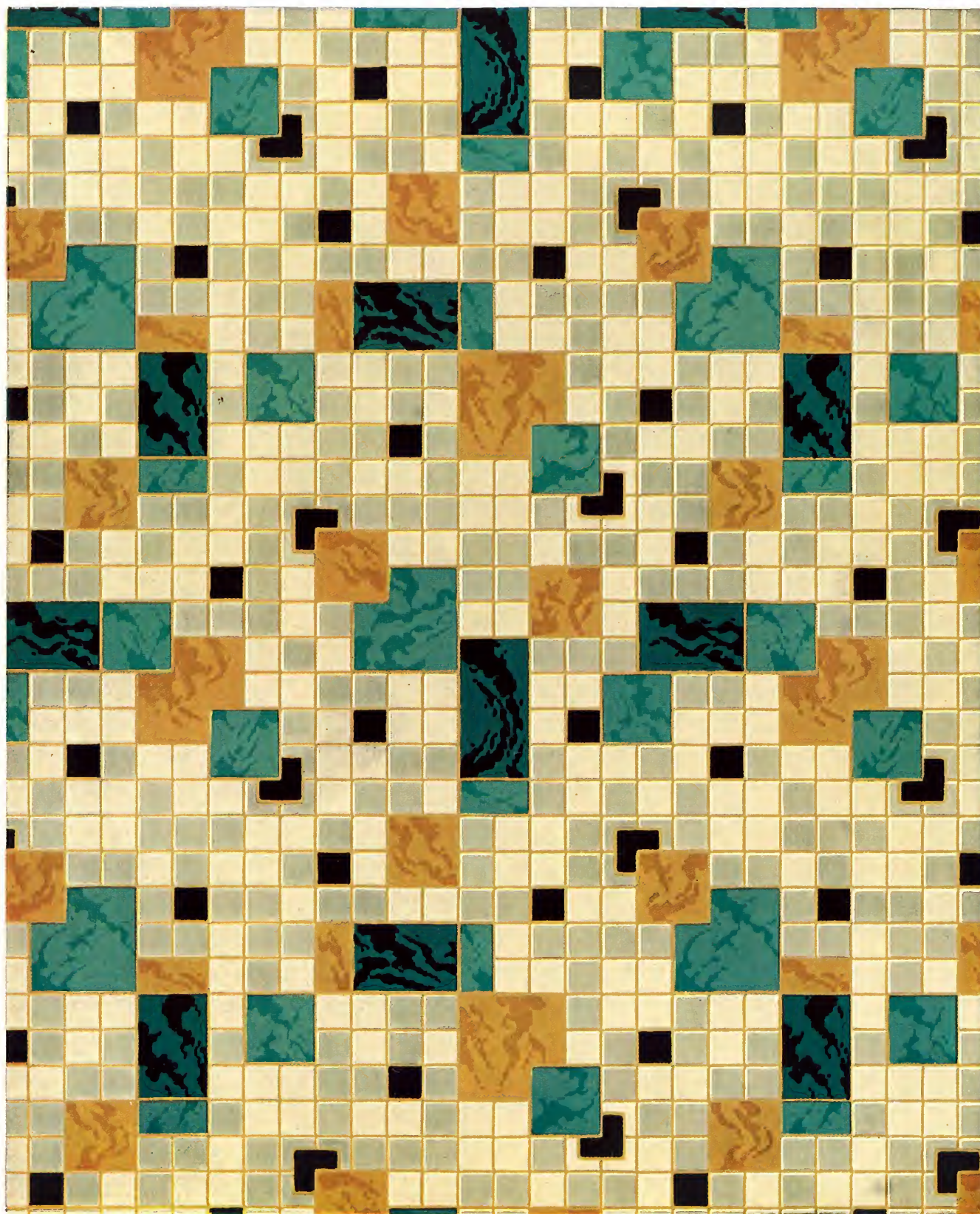
## No. 11624 Standard Rug

3' x 9'.....FRMJU	7½' x 9'.....FRBMY	9' x 12'.....FRBNO
3' x 12'.....FRMKV	9' x 9'.....FRBNA	9' x 15'.....FRBNU
6' x 9'.....FRBME	9' x 10½'.....FRBNE	12' x 12'.....FRMLW
6' x 12'.....FRQTG		12' x 15'.....FRMNY



# ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

## No. 11122 Standard Floor Covering

Code Words: 2 yards...TFNAM, 3 yards...TFNAR, 4 yards...TFENV



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

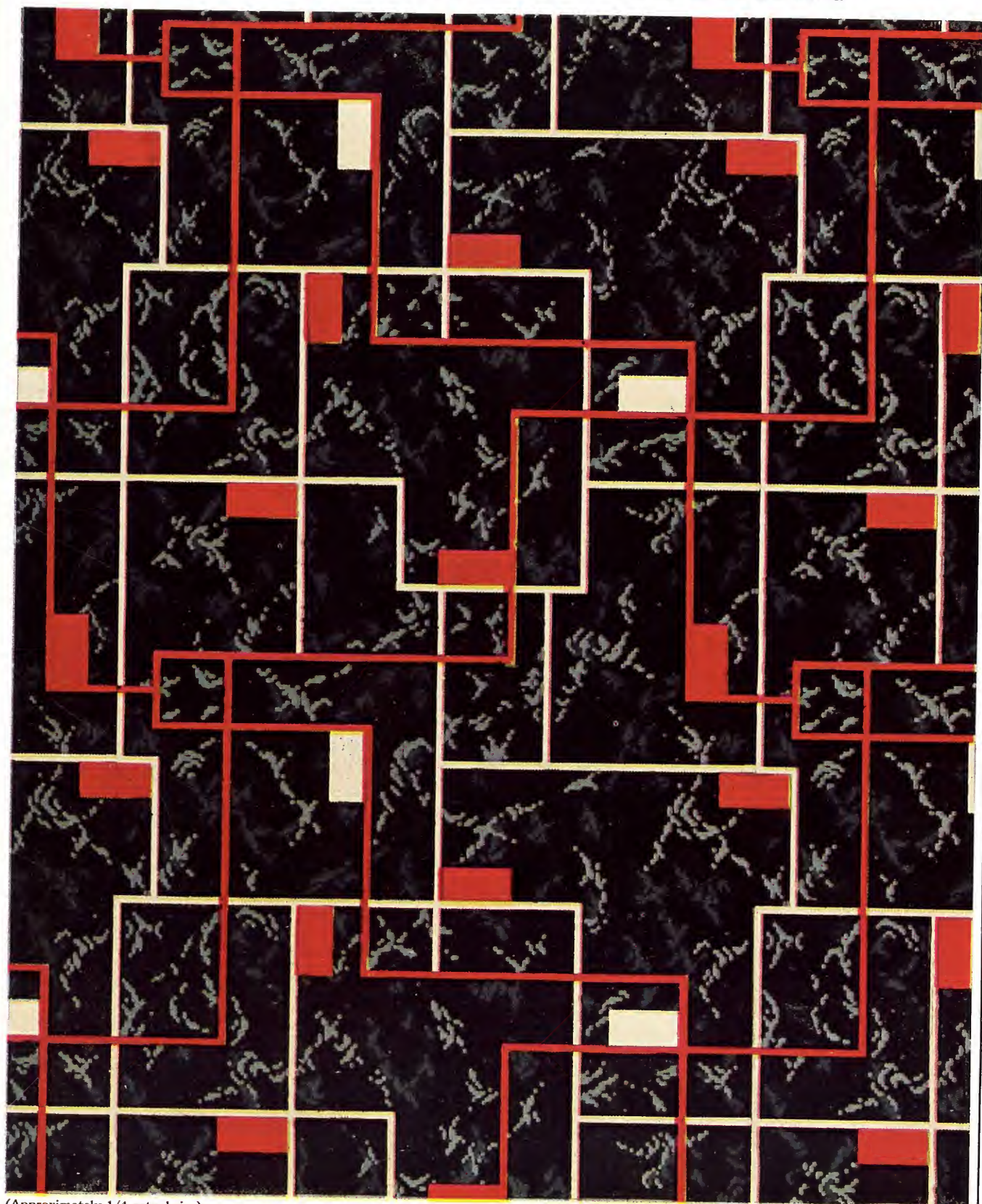
No. 12280 Standard Floor Covering

(2, 3, and 4 yards wide)

Code Words: 2 yards...TFVLY, 3 yards...TFVPU, 4 yards...TFEOW



ARMSTRONG'S STANDARD FLOOR COVERING



ARMSTRONG'S

(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

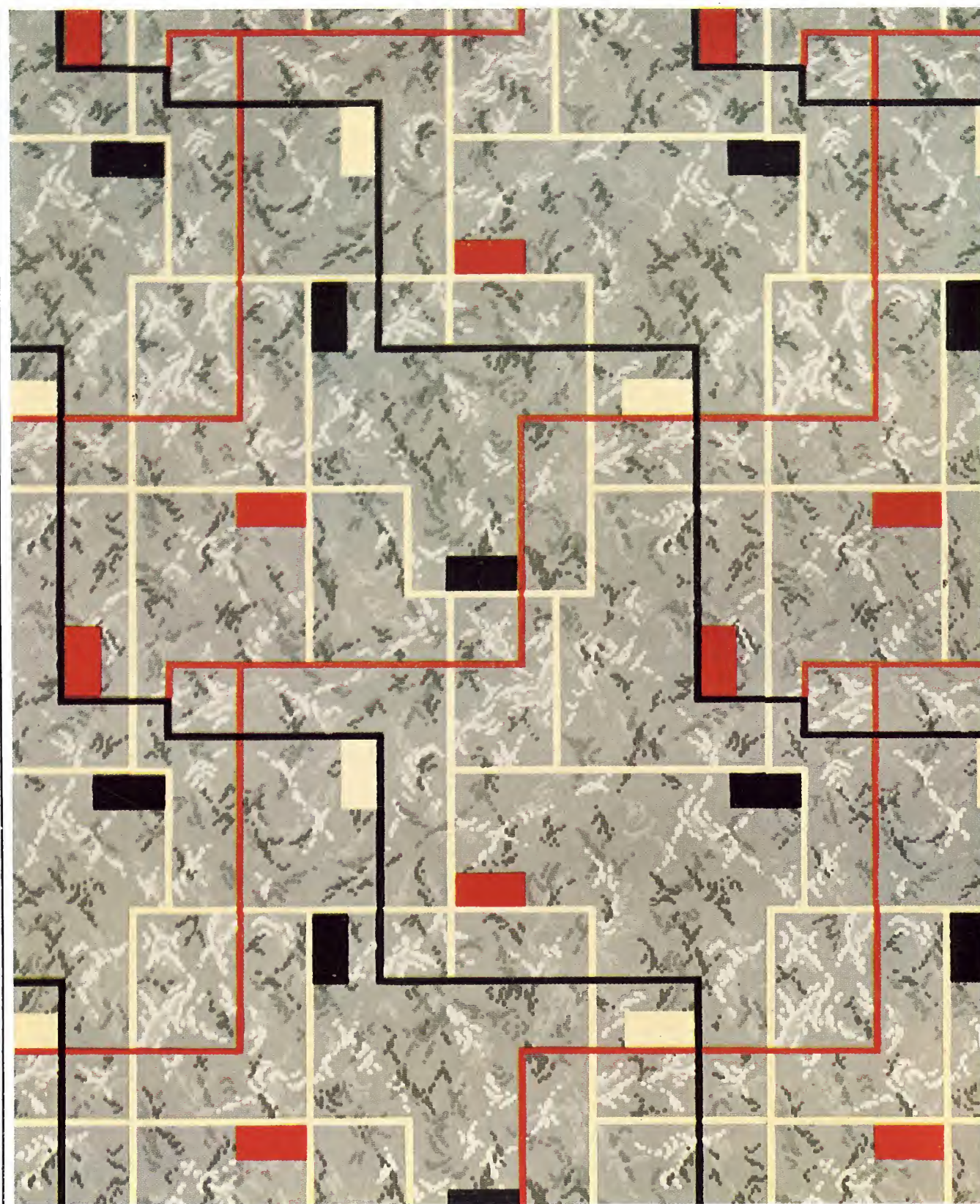
**No. 12340 Standard Floor Covering**

Code Words: 2 yards...TFUMD, 3 yards...TFURG, 4 yards...TFDBM



# ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

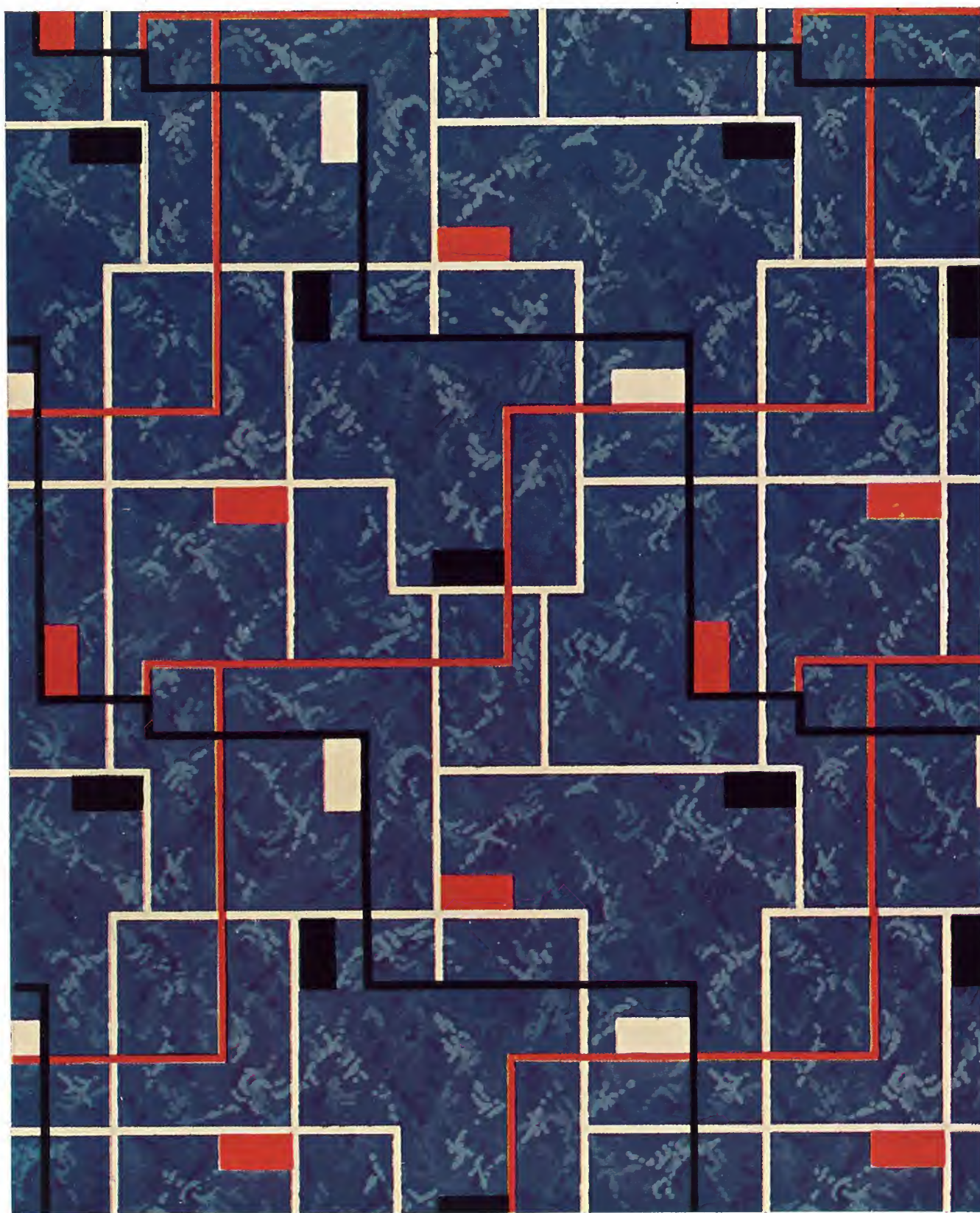
(2, 3, and 4 yards wide)

## No. 12342 Standard Floor Covering

Code Words: 2 yards...TFYJU, 3 yards...TFYRC, 4 yards...TFDCN



ARMSTRONG'S STANDARD FLOOR COVERING



A  
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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

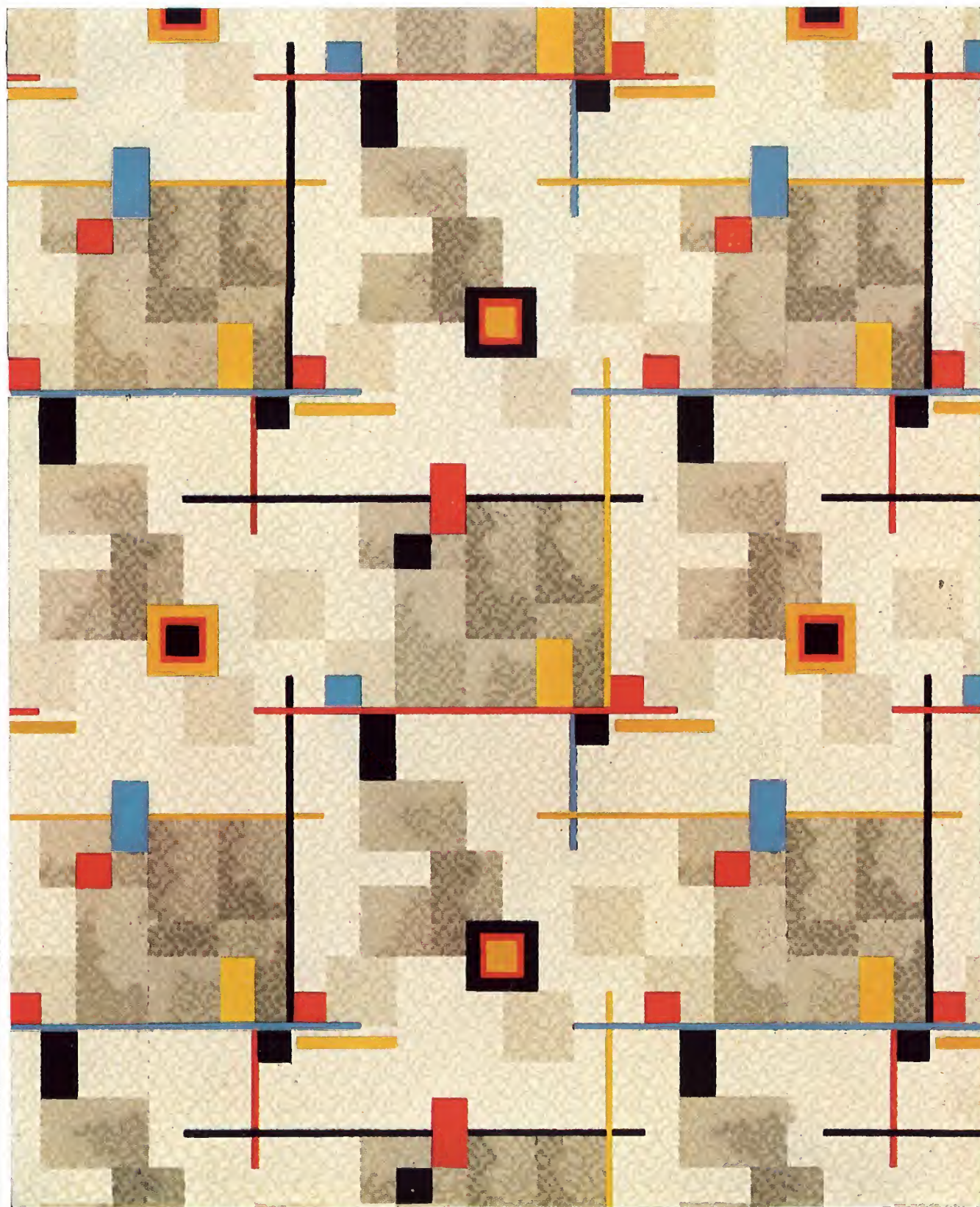
**No. 12343 Standard Floor Covering**

Code Words: 2 yards...TFMSJ, 3 yards...TFMTK, 4 yards...TFMUL



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

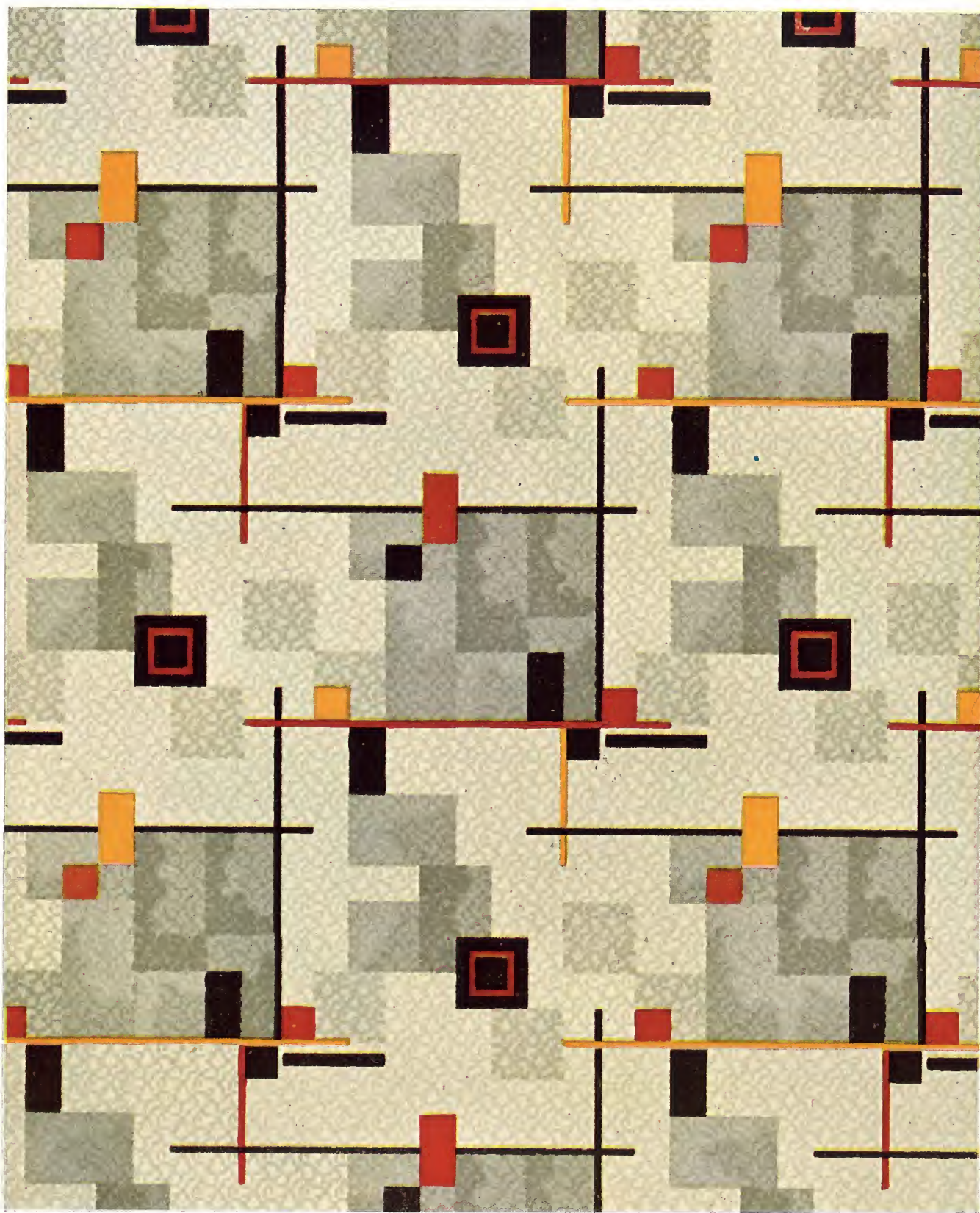
**No. 12350 Standard Floor Covering**

Code Words: 2 yards...TFMDU, 3 yards...TFMED, 4 yards...TFMFS



ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

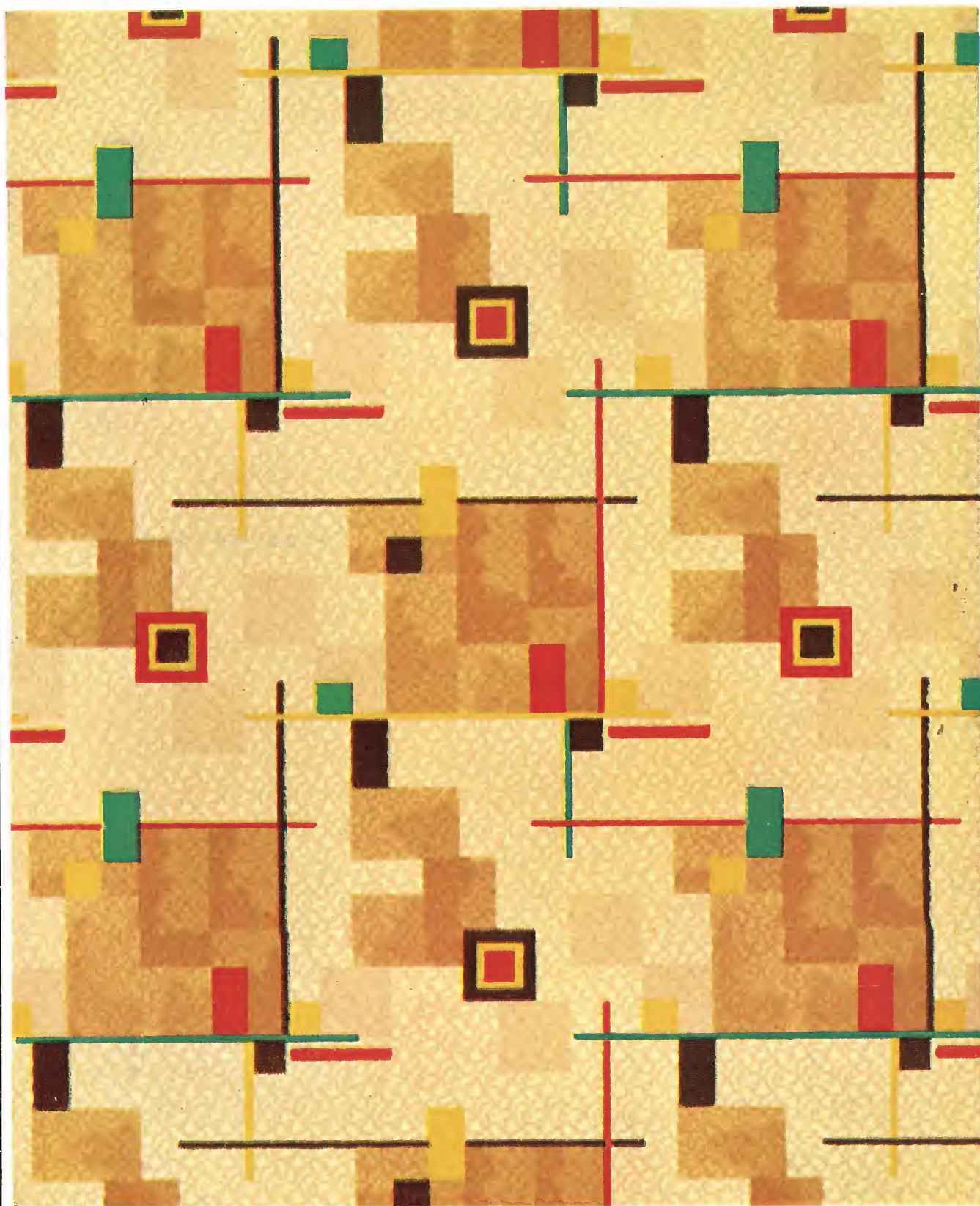
No. 12351 Standard Floor Covering

Code Words: 2 yards...TFMJO, 3 yards...TFMLU, 4 yards...TFMME



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 12352 Standard Floor Covering**

Code Words: 2 yards...TFMOF, 3 yards...TFMPI, 4 yards...TFMRG



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2 yards wide only)

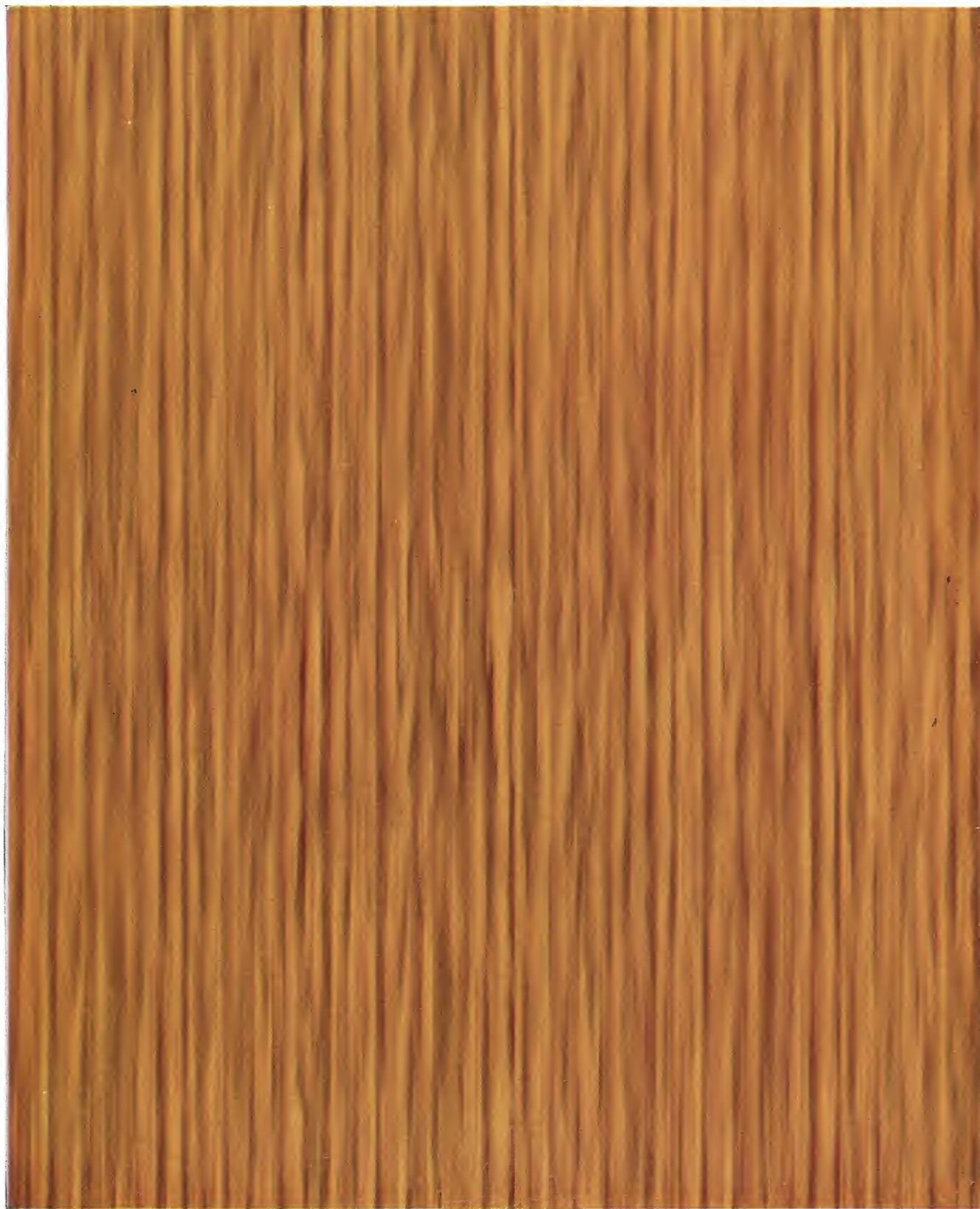
**No. 12360 Standard Floor Covering**

**Code Word: TFAET**



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2 yards wide only)

**No. 12362 Standard Floor Covering**

**Code Word: TFAGP**



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2 yards wide only)

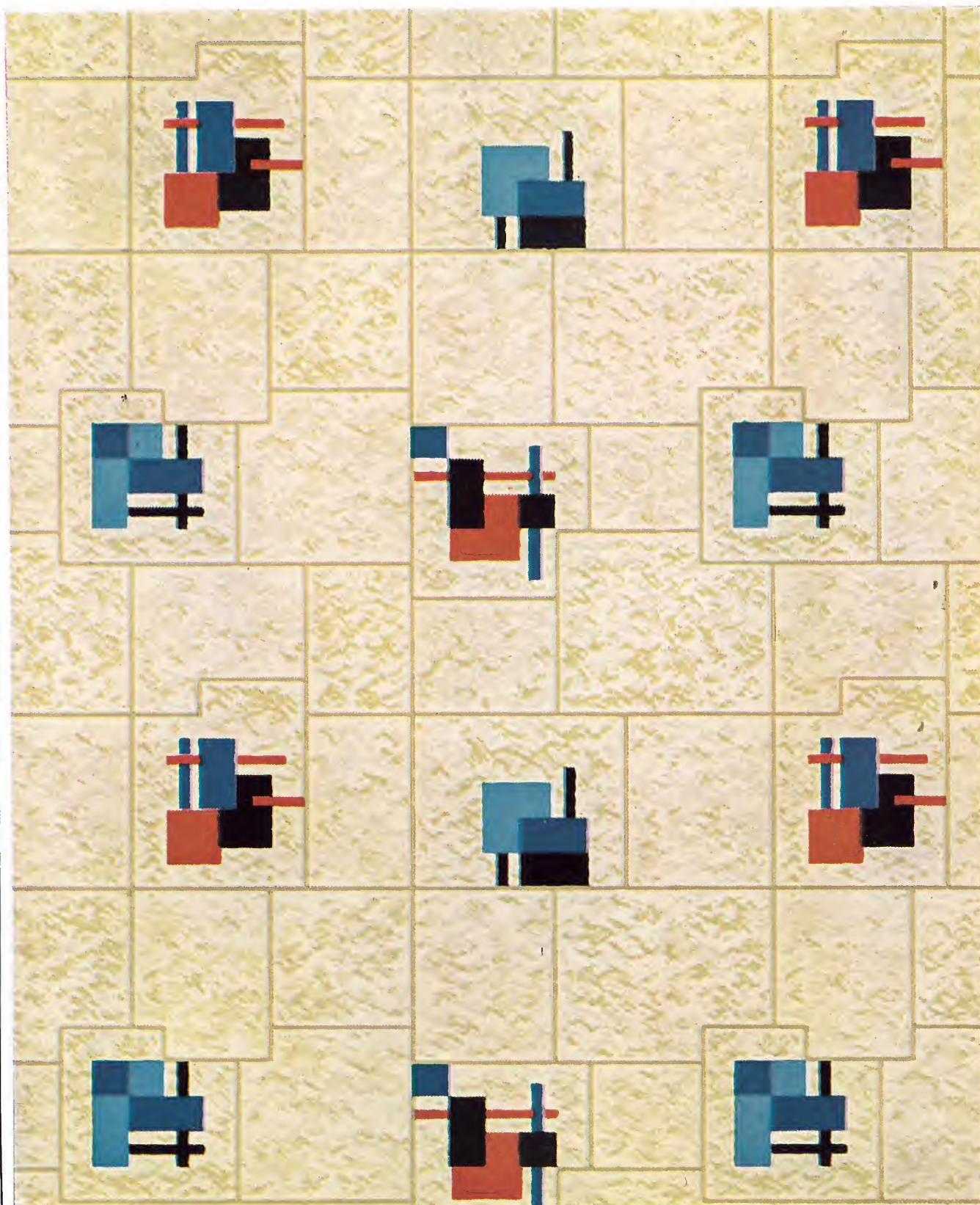
**No. 12363 Standard Floor Covering**

**Code Word: TFAHR**



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

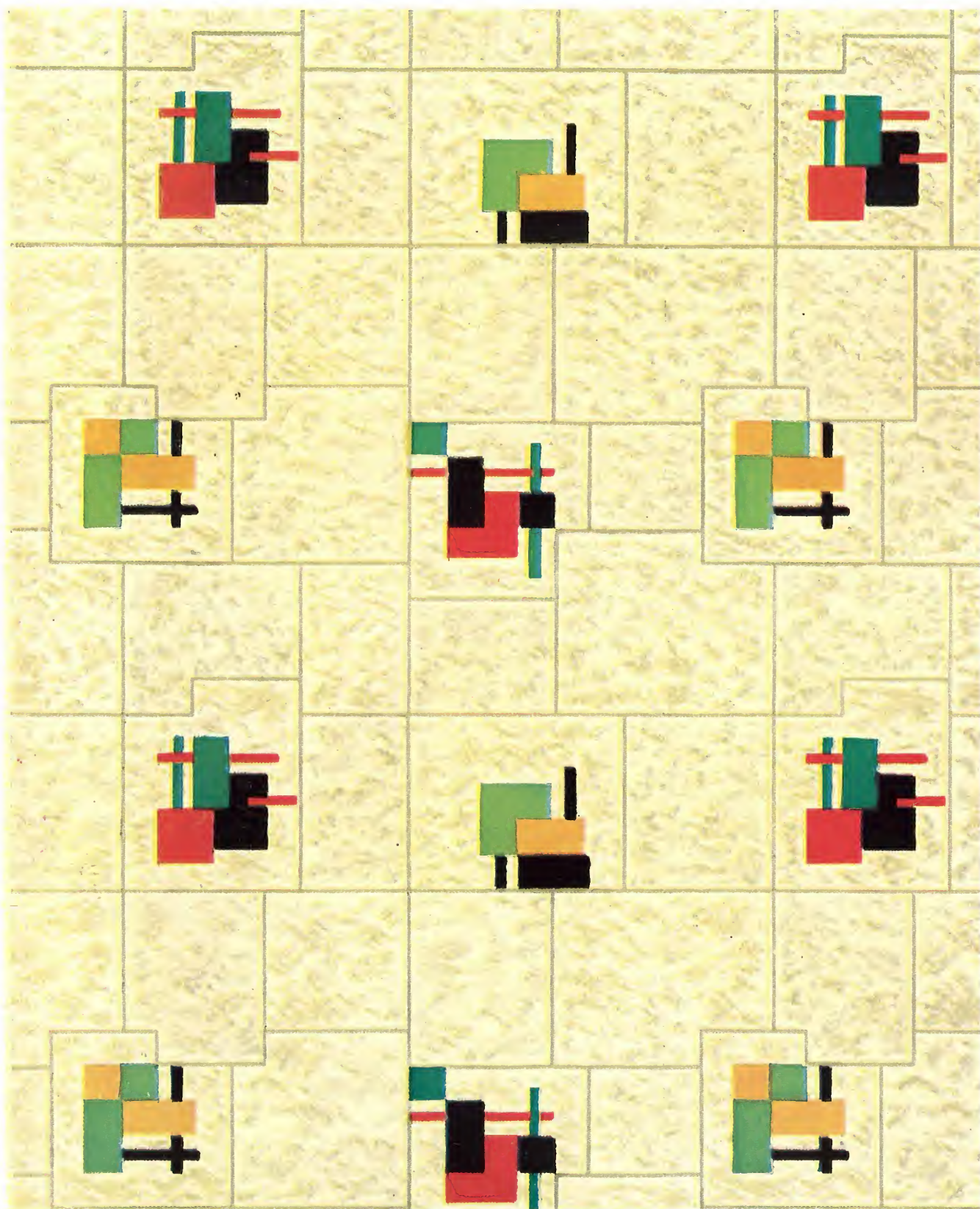
**No. 12370 Standard Floor Covering**

Code Words: 2 yards...TFESA, 3 yards...TFETB, 4 yards...TFEUC



# ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

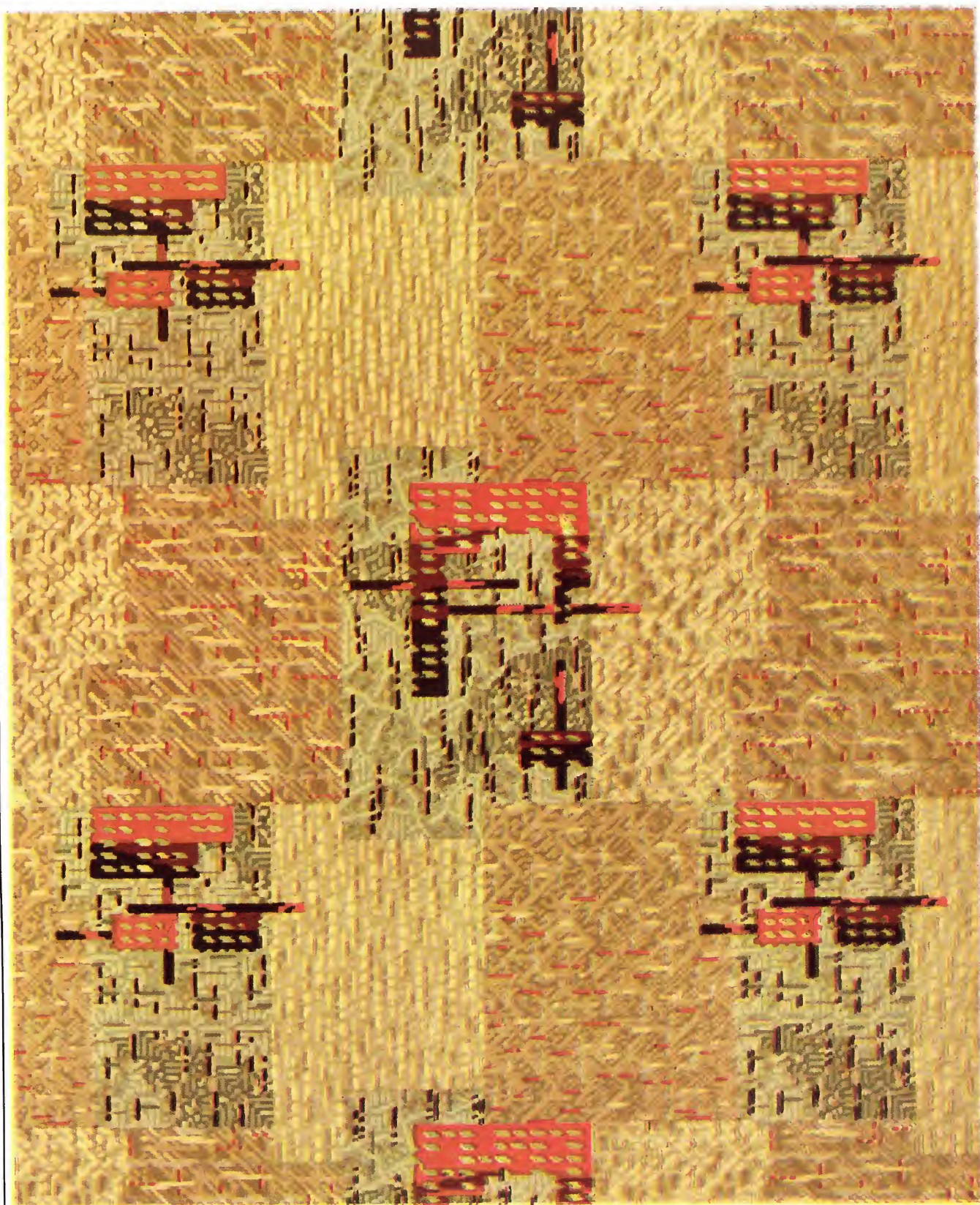
## No. 12372 Standard Floor Covering

Code Words: 2 yards...TFEBJ, 3 yards...TFECK, 4 yards...TFEDL



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 12380 Standard Floor Covering**

Code Words: 2 yards...TFEFN, 3 yards...TFEGO, 4 yards...TFEHP



ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

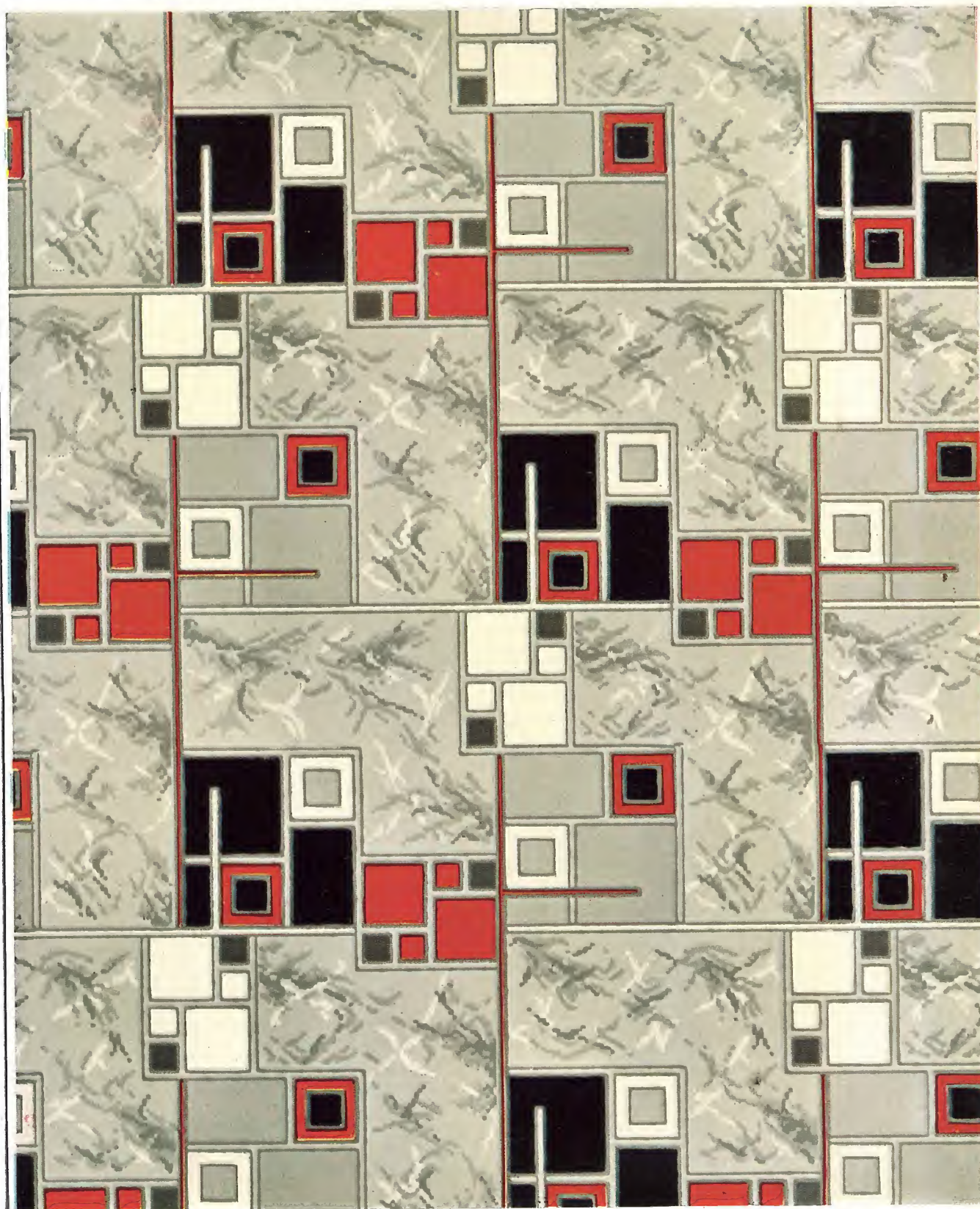
**No. 12390 Standard Floor Covering**

Code Words: 2 yards...TFOAK, 3 yards...TFOBL, 4 yards...TFOCM



# ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

## No. 12391 Standard Floor Covering

Code Words: 2 yards...TFODN, 3 yards...TFOEO, 4 yards...TFOFP



ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 12392 Standard Floor Covering**

Code Words: 2 yards...TFOHR, 3 yards...TFOIS, 4 yards...TFOJT



ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

**No. 12400 Standard Floor Covering**

Code Words: 2 yards...TFORB, 3 yards...TFOSC, 4 yards...TFOTD



ARMSTRONG'S STANDARD FLOOR COVERING



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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

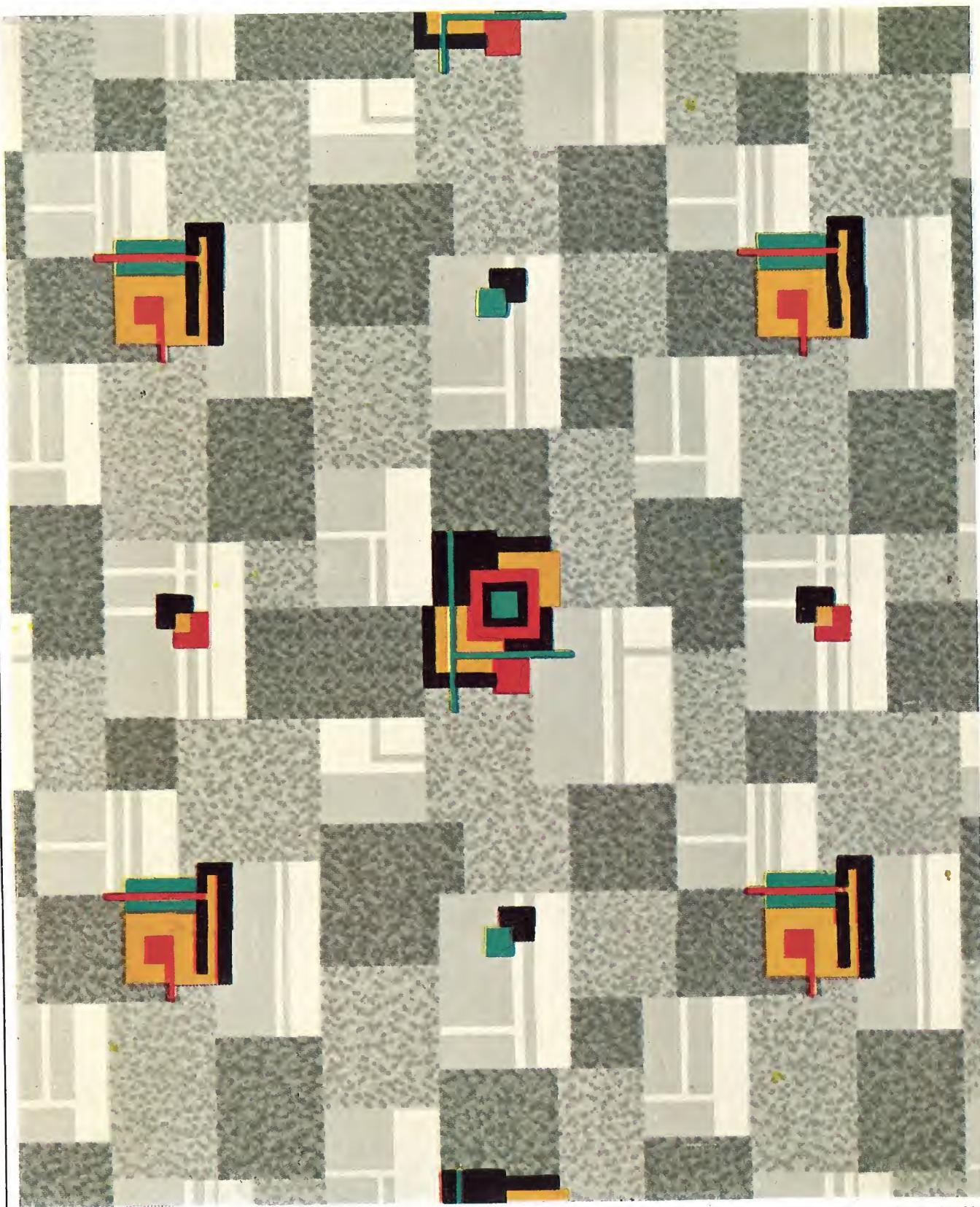
**No. 12401 Standard Floor Covering**

Code Words: 2 yards...TFOWG, 3 yards...TFOXH, 4 yards...TFOZJ



# ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

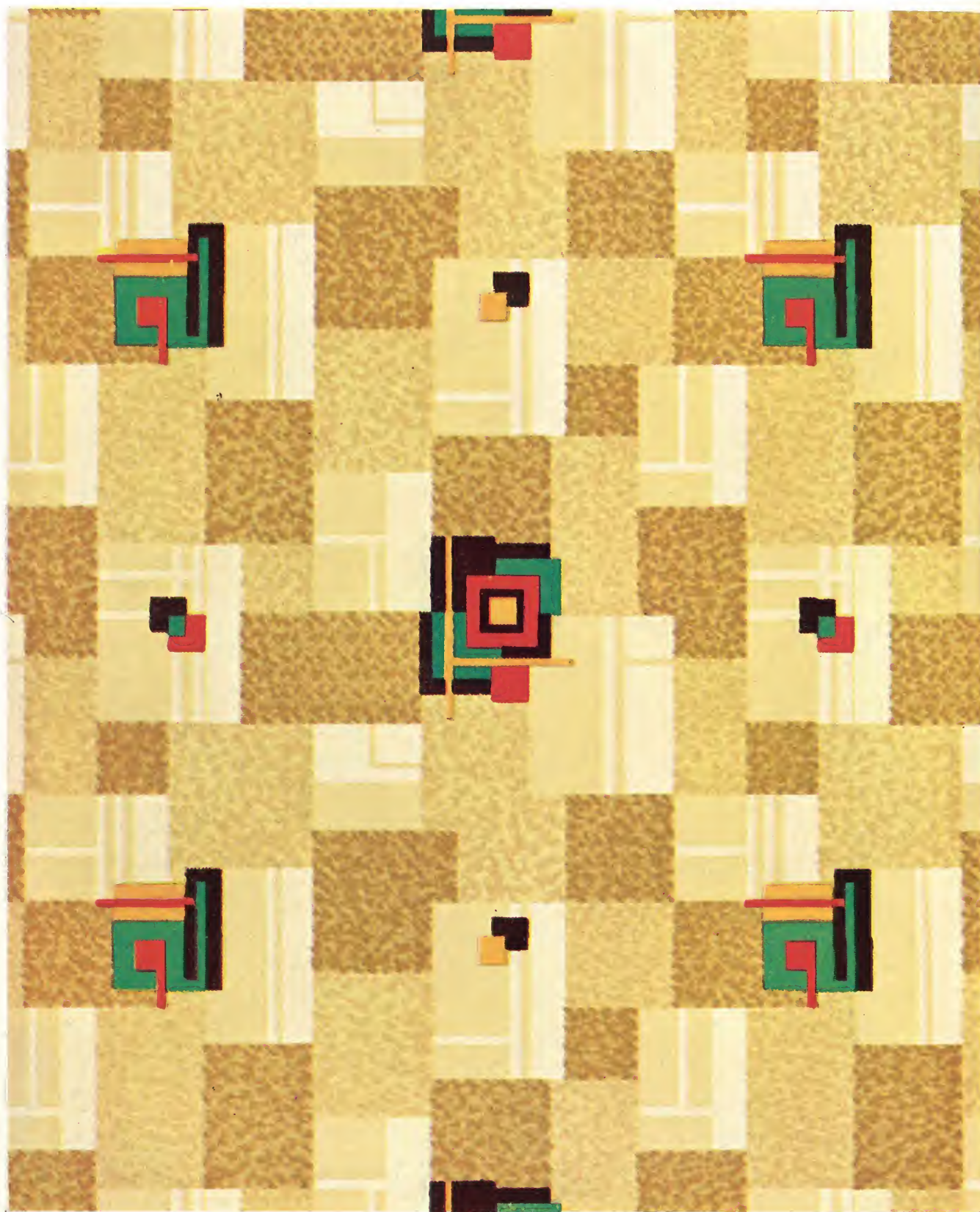
## No. 12410 Standard Floor Covering

Code Words: 2 yards...TFLCH, 3 yards...TFLDG, 4 yards...TFLEC



ARMSTRONG'S STANDARD FLOOR COVERING

ARMSTRONG'S



(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

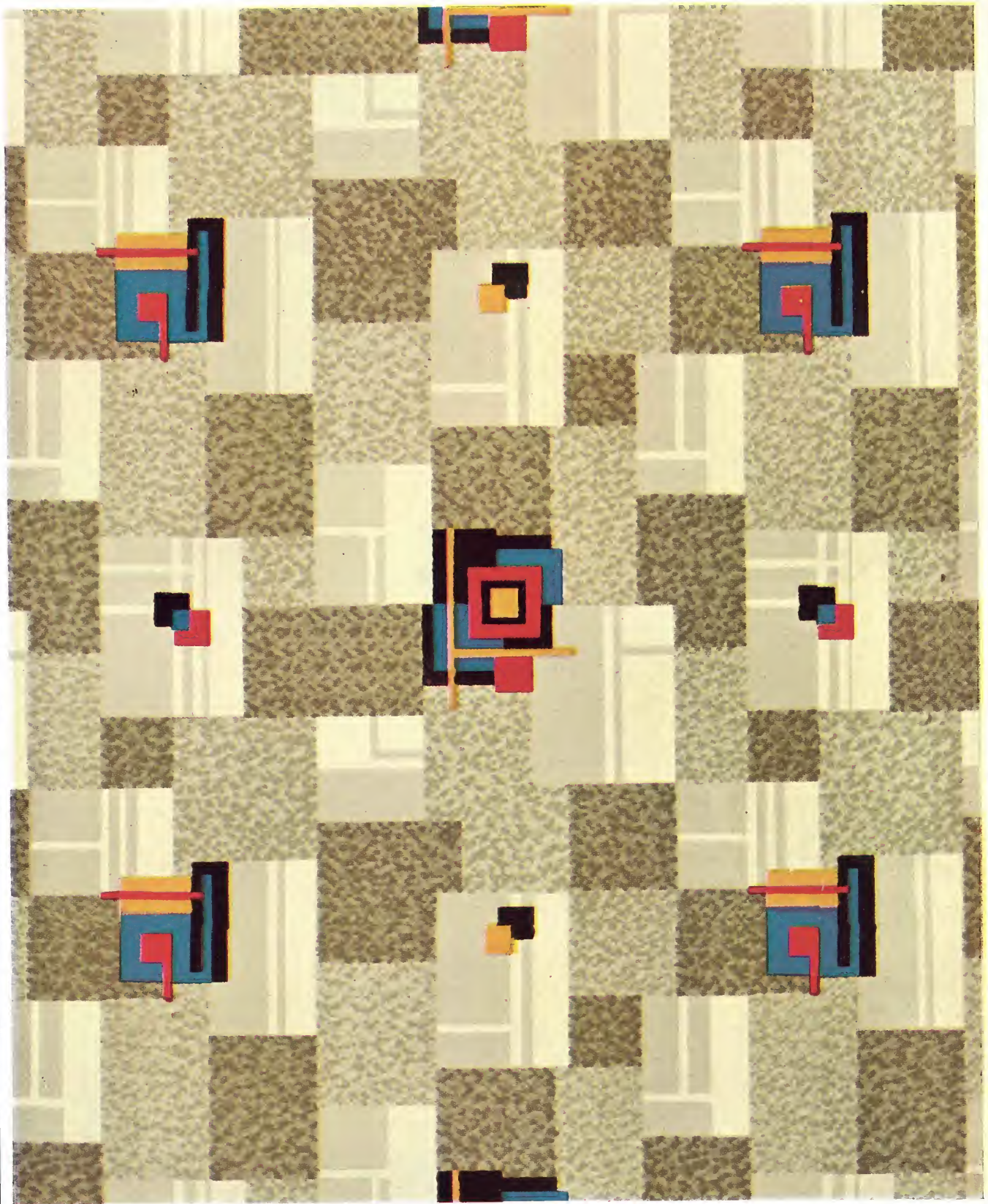
**No. 12411 Standard Floor Covering**

Code Words: 2 yards...TFLGD, 3 yards...TFLJA, 4 yards...TFLNW



# ARMSTRONG'S STANDARD FLOOR COVERING

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(Approximately 1/4 actual size)

(2, 3, and 4 yards wide)

## No. 12412 Standard Floor Covering

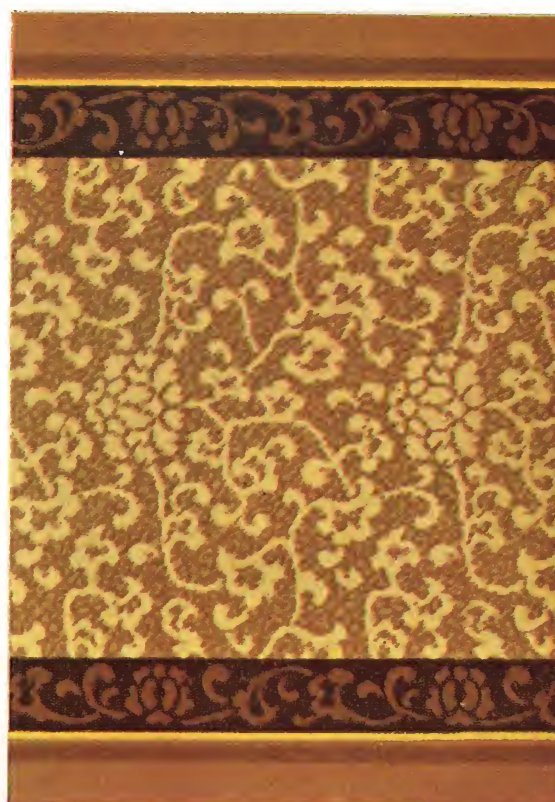
Code Words: 2 yards...TFLOT, 3 yards...TFLRS, 4 yards...TFLWN



## ARMSTRONG'S STANDARD PASSAGE COVERING



**No. P300 Armstrong's Standard Passage Covering**  
(Approximately 1/6 actual size) 24 inches wide only  
Code Word: SCWAN



**No. P301 Armstrong's Standard Passage Covering**  
(Approximately 1/6 actual size) 24 inches wide only  
Code Word: SCWEL

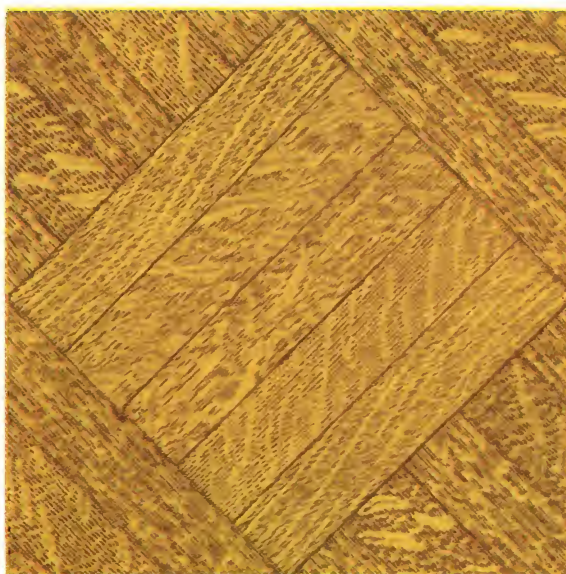
## ARMSTRONG'S RUG BORDERS BEAUTIFY ROOMS

To meet a persistent demand, Armstrong offers an attractive group of rug borders for all types of rooms. Suitable accompaniments to fabric rugs of all kinds, the designs offer not only beauty but a maximum of

serviceability and ease of cleaning. Excellent reproductions of fine wood floors are seen in these three patterns, No. 57, light oak plank floor design; No. 58, dark oak planking; and No. 59, a high-grade parquetry.



(Approximately 1/4 actual size)  
**No. 57 Rug Border**  
24 inches, 36 inches, and 2 yards wide  
Code Words: 24 inches...RBEDS,  
36 inches...RBEIX, 2 yards...RBELA



(Approximately 1/4 actual size)  
**No. 59 Rug Border**  
36 inches and 2 yards wide  
Code Words: 36 inches...RBESH,  
2 yards...RBECE



(Approximately 1/4 actual size)  
**No. 58 Rug Border**  
24 inches, 36 inches, and 2 yards wide  
Code Words: 24 inches...RBEMB,  
36 inches...RBENC, 2 yards...RBEOD



## FOR INDUSTRIAL AND HEAVY-DUTY COMMERCIAL APPLICATIONS MASTIC ARMOFLOR OFFERS MANY ADVANTAGES

**F**OR buildings of special kinds where the variety of colorings and designs available in linoleum is less important than low initial cost, low-maintenance cost, and reasonable durability, Armstrong's Mastic Armoflor finds a ready market. This product, developed especially for such areas, consists of a calendered mastic mix keyed to a backing of tough asphalt-saturated felt.

### INSTALLED WITHOUT LINING FELT

Mastic Armoflor is pasted direct to the subfloor, without the use of lining felt of any kind. With Armstrong's Linoleum Paste, it can be installed over supported wood, supported concrete, and supported ceramic tile, marble, or terrazzo subfloors.

Another important advantage is that Mastic Armoflor can be installed on concrete, ceramic tile, marble, or terrazzo subfloors that are in direct contact with the ground, on but not below grade level. For such installations, the Mastic Armoflor is bonded direct to the subfloor with Armstrong's Armoflor Cement.

Because Mastic Armoflor can be used on grade-level floors in direct contact with the ground, where the use of linoleum, Linoflor, or felt-base material is not desirable, the Armstrong dealer can bid on flooring installations that would be closed to him otherwise.

Some idea of the durability of Mastic Armoflor can be obtained from the fact that it is now widely used in hundreds of buses

and street cars. Its satisfactory wearing qualities under the wet, gritty traffic to which it is constantly exposed in such areas indicate that it should stand up well under typical service conditions in warehouses, vaults, recreation rooms, laundries, waiting rooms, stores, showrooms, workshops, and other commercial properties where durable, low-cost flooring is required.

The four plain colors that are available—red, green, brown, and black—make this material adaptable to a wide variety of uses. Floors can be made more attractive by combining two or more of the colors, if desirable. Complete specifications for installing Mastic Armoflor over various subfloors can be obtained upon request from Armstrong Cork Company, Floor Division, Lancaster, Pennsylvania.

Mastic Armoflor should not be used on below-grade floors in direct contact with the ground, nor in areas where it will be subjected to the spilling of oil, fat, or grease. It is not recommended for on-grade concrete subfloors that will be subject to hydrostatic pressure.

Maintenance of Mastic Armoflor is easy and inexpensive. The material should be swept or dry-mopped daily to remove surface dirt. For cleaning, Armstrong's Floor Cleaner should be applied full strength or diluted with lukewarm water, depending upon the condition of the floor. Periodically, the Mastic Armoflor should be thoroughly waxed with Armstrong's Linogloss Wax.



*This manual training room of a high school is typical of the areas for which low-cost floors of Armstrong's Mastic Armoflor are suitable. This felt-backed mastic flooring in roll form is durable, restful, and easy to maintain.*

### MASTIC ARMOFLOR IS AVAILABLE IN FOUR ATTRACTIVE COLORS



**No. 090 Mastic Armoflor**  
1 and 2 yards wide  
Code Words: 1 yard...ARCOL,  
2 yards...ARCHU



**No. 091 Mastic Armoflor**  
1 and 2 yards wide  
Code Words: 1 yard...ARCPM,  
2 yards...ARCIV



**No. 092 Mastic Armoflor**  
1 and 2 yards wide  
Code Words: 1 yard...ARCQN,  
2 yards...ARCNA



**No. 093 Mastic Armoflor**  
1 and 2 yards wide  
Code Words: 1 yard...ARCSO,  
2 yards...ARCB I



## GREATER EFFICIENCY AND ECONOMY ARE ASSURED BY EMPLOYING ARMSTRONG'S GREEN LINING FELT, PASTE, AND SUNDRIES

**M**ERCHANTS the country over have found, through actual experience on every type of job, that the use of Armstrong's Green Lining Felt, along with Armstrong's Linoleum Paste and other sundries, is essential to economical, high-quality installation of linoleum floors over wood subfloors. Here is why:

### GREEN LINING FELT

First of all, Armstrong's Green Lining Felt was developed especially for floor work. Its weight is best suited for the work it is called upon to do, yet its cost is less than that of the 1½-lb. felt formerly used. Armstrong's Green Lining Felt is heavy enough to reduce irregularities in the subfloor, and to make the floor quieter, warmer, more comfortable, and more resilient. Also, removing linoleum from a floor on which this felt has been installed is accomplished easily and without damage.

### GREATER SHEARING STRENGTH

Second, a definitely greater shearing strength provides more protection for the floor covering. Because it stands up better against the seasonal expansion and contraction of the subfloor, this felt prevents many complaints due to buckling or splitting, and it eliminates the resulting troublesome and expensive replacements.

### GREATER DENSITY

Greater density means less absorption of paste—a definite saving in materials cost on each job—without sacrificing a maximum bond with the linoleum and the subfloor. It also means that the lining felt can withstand scuffing and rough, fast handling during installation.

Armstrong's Green Lining Felt is made in the Company's own mill, under the same rigid standard of quality and uniformity as Armstrong's Floors. Every lot of felt has to pass severe tests for strength, density, and smoothness. The distinctive green color and the familiar Circle A trade-mark are guarantees of high, uniform quality. The Armstrong trade-mark is printed every three feet along the roll, as identification. This mark also serves as a convenient measuring guide.

### ARMSTRONG'S LINOLEUM PASTE

The use of Armstrong's Linoleum Paste is an assurance that the floor covering has been thoroughly and

permanently bonded to the subfloor. Also, it means a saving in installation time and the avoidance of repairs and replacements which arise from improperly installed flooring. Further, and no less important, savings in labor and materials cost are made possible by the ease with which Armstrong's Linoleum Paste is spread on the floor or lining felt, as well as because of the greater floor area which a given quantity of this special adhesive will cover without sacrificing its exceptionally high bonding power.

The difference in cost between good paste and cheap paste is so small a part of the total cost of a linoleum flooring job that there is little reason to risk the loss of a customer's good will through the use of inferior, unknown, or unreliable materials.

### CREDIT TOWARD CONTRACT

Armstrong's Green Lining Felt and Linoleum Paste count toward the season's contract—five rolls of felt, or fifty gallons of paste, being equal to one roll of flooring in computing the total. Through standardization on these and other Armstrong Sundries, the merchant may push his sales total over into the next higher bracket, thus earning a higher discount on all his Armstrong purchases for the year.

### UNIFIED RESPONSIBILITY

The use of Armstrong's Green Lining Felt and Linoleum Paste with Armstrong's Flooring has a further advantage for the merchant in creating the unified responsibility of one dependable manufacturer. By avoiding all difficulty in placing the blame in the event of any faulty performance of materials, satisfactory adjustments are assured. Also, the confidence of the purchaser is gained when all materials used in an installation are the products of one well-known, responsible company and are

designed to be used together for best results.

Armstrong's complete line of sundries and accessories also includes all the equipment and materials required for the installation and maintenance of Armstrong's Floors and Linowall. These sundries comprise a number of tools which permit neater, more attractive and more accurate installations. Armstrong's Lino-gloss Wax and Armstrong's Floor Cleaner were developed especially to insure better floor care. They help the merchant to make many extra repeat sales.



*Armstrong's Green Lining Felt is made in the Company's own mill under rigid standards for high, uniform quality. When permanently bonded with Armstrong's Linoleum Paste, it provides maximum protection for the floor covering, and insures greater resilience, quiet, warmth, and comfort.*



## WHEN ARMSTRONG'S FLASH TYPE COVE AND BASE IS USED LINOLEUM FLOORS ARE EASIER TO CLEAN AND MORE ATTRACTIVE

**W**HEN finished with Armstrong's Flash Type Cove and Base, any linoleum floor becomes more attractive (and corners are easier to keep clean).

Cove and base is a device for producing a sanitary rounded corner at the point where the floor meets the wall. Because the corner is rounded, it is easy to get a brush into it and sweep it thoroughly clean. In addition, there is no opening in the construction through which spilled liquids might penetrate under the baseboards and thereby attract vermin and germs or cause odors.

### SIMPLE DESIGN

Flash type cove and base is constructed on the job from simple parts furnished by Armstrong. These parts consist of Armstrong's  $\frac{3}{4}$ -inch-radius Wax Fillet Strip, which is a fabric-covered plastic core that is placed at the point where the floor and wall join; Armstrong's Metal End Stops and Inside and Outside Corner Pieces,  $4\frac{1}{2}$  or 6 inches high; Armstrong's Metal Binding Strip in various colors; and the necessary linoleum in Heavy, Medium, or Standard Gauge.

### TAILORED TO FIT JOB

The cove and base is installed by placing the end stops and corner pieces in position, with the fillet strip at the junction of wall and floor. The binding strip is

fastened to the wall and runs between the other metal parts, so that its upper edge conceals the raw edge of the linoleum that is coved up to it. This piece of linoleum may butt to the field linoleum several inches from the wall line; and it is fastened in place with adhesive after it has been carefully scribed to

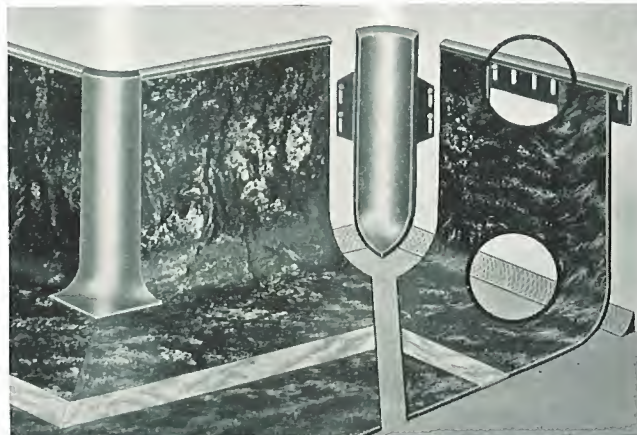
fit neatly to the various metal parts. The illustration at left shows how simple, sanitary, and attractive this type of construction is. At vertical corners, preformed metal corner pieces, available in the same colors as the binding strip, protect the linoleum from bumping. In rooms of modern design, where plinth blocks are often omitted at the doorway, the end stops cover the exposed edge of the linoleum.

The binding strip, corner pieces, and end stops are supplied in the following

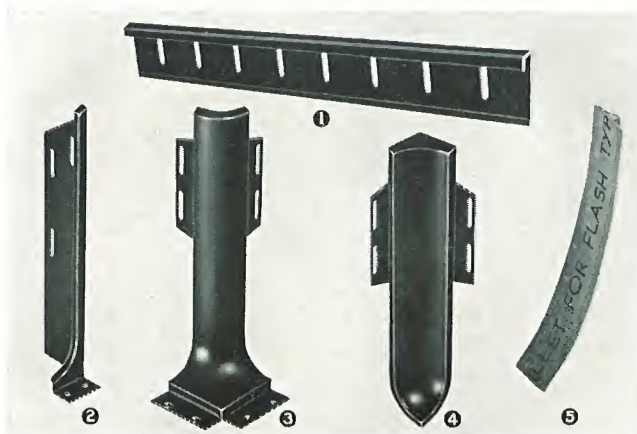
standard colors: brown, black, ivory, buff, green, orchid, blue, and chromium.

### PARTS USEFUL FOR DRAINBOARDS

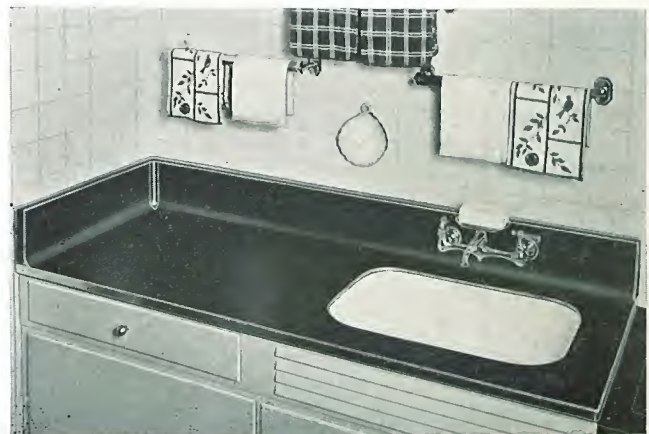
The metal binding strip, end stops, inside corner pieces, and the fillet strip that are used with Armstrong's Flash Type Cove and Base may also be employed when linoleum is used to cover drainboards and cabinets. Manufacturers of metal goods make the other moldings that are necessary for drainboards.



*There's no place for dirt to catch in seamless, rounded corners made with Armstrong's Flash Type Cove and Base. The field or border linoleum is curved up the wall to a distance of  $4\frac{1}{2}$  or 6 inches, as shown in this cutaway view.*



*Parts for flash type cove and base: (1) binding strip, (2) end stop, (3) and (4) corners, (5)  $\frac{3}{4}$ " fillet strip.*



*Splashboards for sink tops or other work surfaces are easily constructed with parts used for flash type cove and base.*



# ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE



NO. S-96 SEAM PROTECTOR. A 4-inch canvas strip for pasting to the lining felt under linoleum seams, when seams parallel floor boards.



ARMSTRONG'S SINK-TOP LINING in rolls 24" wide is used as a moisture-resistant foundation for linoleum used on sink tops. Rolls are 50 yds. long.



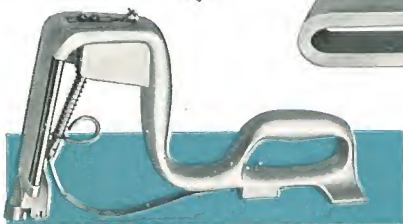
NO. S-81 ARMSTRONG'S UNIVERSAL SCRIBER does all types of scribing. Cuts straight or circular Linostrips from  $\frac{1}{4}$ " to 6" wide and circles from  $\frac{3}{4}$ " to 7' 1" in diameter.



NO. S-85 PINCH BAR, approximately 14 inches long. Designed with a wide prying edge for removing molding quickly.



NO. S-83 LINOLEUM RECESS SCRIBING TOOL, for fitting linoleum to stair tread nosing, table and cabinet tops, and other recesses and edges.



NO. S-80 LINOLEUM BASEBOARD SCRIBER, for quick and accurate scribing for fitting linoleum at the wall line. It is quickly adjustable for different gauges and for felt-base floor covering.

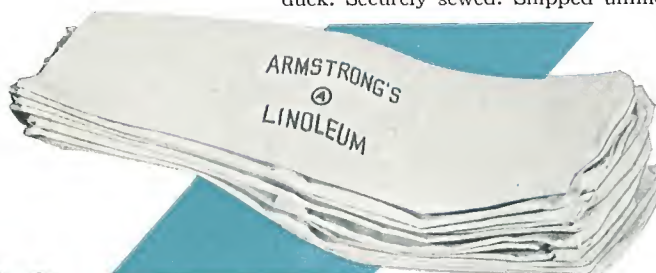


NO. S-88 SEAM CUTTER. A linoleum knife is inserted in this convenient device for cutting more accurately and easily than by hand.

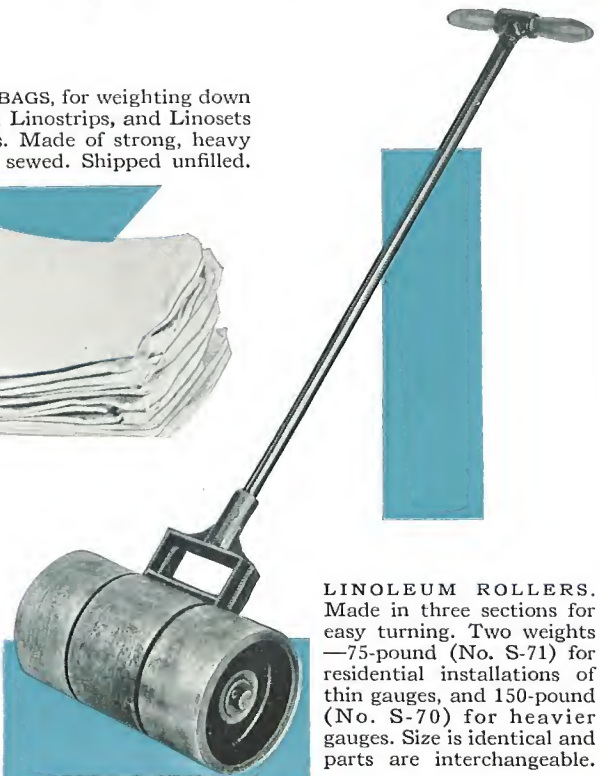
ARMSTRONG'S LINING FELT. Made for floors. Due to greater density, it bonds strongly without over-absorption.



NO. S-84 18" SCRIBING TOOL. A tool for accurate scribing in places which are too wide to use ordinary dividers.



NO. S-95 SANDBAGS, for weighting down seams, borders, Linostrips, and Linosets until paste sets. Made of strong, heavy duck. Securely sewed. Shipped unfilled.



LINOLEUM ROLLERS. Made in three sections for easy turning. Two weights—75-pound (No. S-71) for residential installations of thin gauges, and 150-pound (No. S-70) for heavier gauges. Size is identical and parts are interchangeable.



# ARMSTRONG'S SUNDRIES FOR INSTALLATION AND MAINTENANCE



ARMSTRONG'S FLOOR CLEANER. A safe, effective, and thrifty cleaner for all types of floors except rubber and asphalt tile.



NO. S-93 ARMSTRONG'S FELT-BASE AND LINOFLOR KNIFE greatly simplifies cutting because of its hooked blade. Three extra double-ended blades supplied with each knife are stored in the handle.



LINOLEUM KNIVES. Properly curved and tempered. Furnished either with long (No. S-91) or short (No. S-92) blades.



LONG (NO. S-86) AND SHORT (NO. S-87) STRAIGHT EDGES. Heavy steel guides for the knife when cutting linoleum. Will not kink or warp. Supplied in 75" or 37½" length.

ARMSTRONG'S BRUSHING LACQUER. An alternate maintenance material for protecting printed linoleum, felt-base rugs, and felt-base floor covering.



ARMSTRONG'S LINOGLOSS WAX. This self-polishing, water-emulsion wax protects linoleum, felt-base, and wood floors. Easy to use.



NO. S-250 ARMSTRONG'S ARMOFLOR CEMENT bonds Mastic Armoflor to metal or on-grade concrete subfloors.

NO. S-89 PASTE SPREADER. Designed to provide even distribution of paste. The reversible rubber edges can be replaced.



NO. S-236 ARMSTRONG'S WATER-PROOF CEMENT seals seams where water may be spilled. No. S-210 Rustproof Cement also may be used.



NO. S-101 ARMSTRONG'S LINOLEUM PASTE spreads farther and faster. Insures maximum bond between linoleum, lining felt, and subfloor.

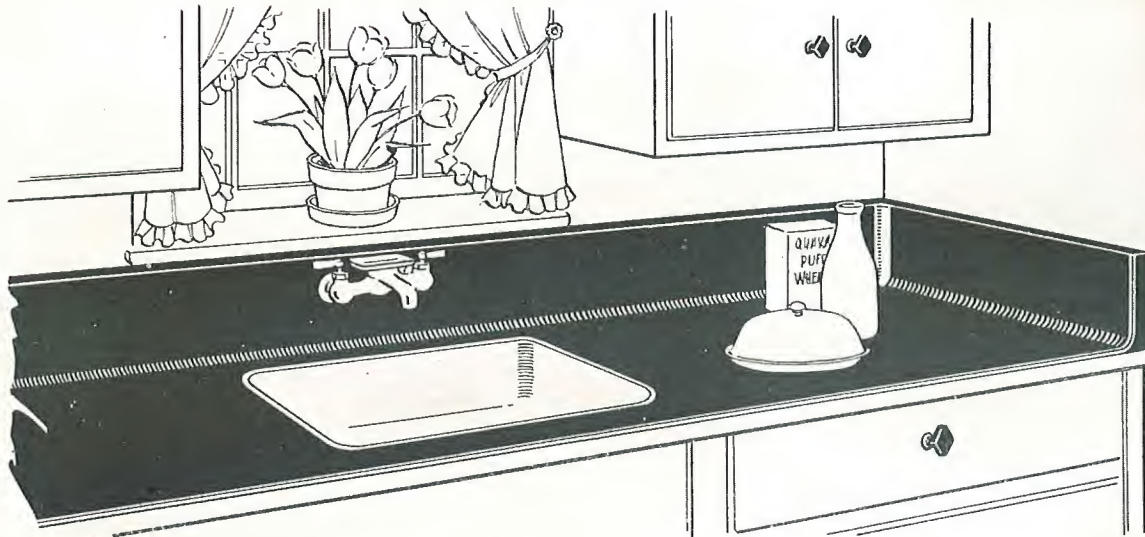


LINOGLOSS APPLICATOR. For spreading wax. Supplied with a 6-inch (No. S-63) or 9-inch (No. S-62) head, double faced with lamb's wool.





## ARMSTRONG'S LINOLEUM FOR SPECIAL USES



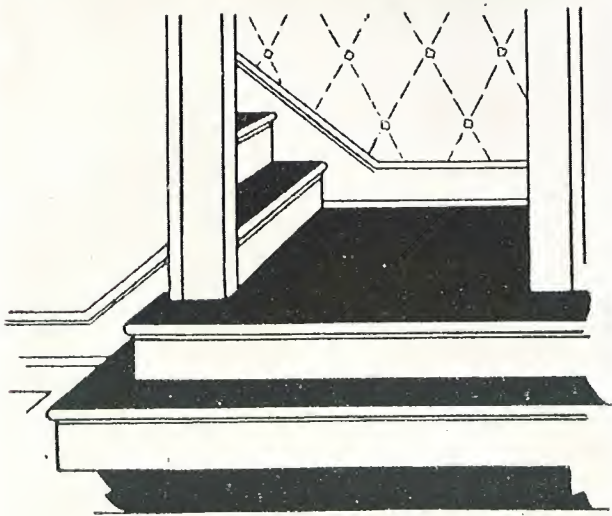
*Linoleum on sink tops and other work surfaces reduces breakage of dishes and hushes kitchen clatter. On page 339, read how parts of Flash Type Cove and Base may be used to form a splashboard.*

## LINOLEUM HAS MANY INTERESTING APPLICATIONS

Armstrong's Linoleum has many qualities which make it ideal for sink tops, drainboards, and kitchen working surfaces. It is easy to clean and sanitary. Its resilience substantially reduces the breakage of dishes, and its noise-quieting qualities reduce the clanking of utensils. Linoleum is durable; it will not craze, crack, or chip; and it will stand lifetime use. Hot pans should be placed on pads, and a cutting board should be used to protect the surface against knives and other sharp instruments. Cabinets, table tops and desk tops,

closet shelves, window boxes, tray bottoms, window ledges, bookshelves, and stair treads and risers are just a few more of many such practical and decorative uses of Armstrong's Linoleum in the home.

Leading manufacturers of kitchen equipment are using linoleum tops on their latest models. Any good linoleum mechanic can learn to cover sinks and cabinets. Various methods of installation are illustrated in "Armstrong's Handbook for Linoleum Mechanics" and in "Armstrong's Sink Top Portfolio."



*Treads of linoleum on stairs make them easy to clean and more attractive. Linoleum may be used for risers, too.*



*Color and cleanliness are added to shelves when they are surfaced with bits of linoleum salvaged from leftover pieces.*



## ARMSTRONG ANNOUNCES ATTRACTIVE NEW LINE OF FURNITURE RESTS; LINOGLOSS WAX AND FLOOR CLEANER SIMPLIFY CARE PROBLEMS

**A**FTER several years of intensive research, the Armstrong Cork Company's Engineering Department has developed furniture rests that are the last word in efficiency. Armstrong's Furniture Rests will successfully protect resilient floors from indentation, scars, and marks caused by heavy furniture.

Two special types of rests in four different sizes have been perfected, providing a model for every ordinary purpose. Both types have broad, completely flat surfaces, which distribute the weight of furniture over a larger area and reduce the possibilities of denting.

The modern hard plastic molded base (which will withstand most severe use) comes in a soft shade of brown to harmonize with furniture.

Armstrong's Furniture Rests also offer many other improvements over the old-fashioned type glider:

**ATTRACTIVE DESIGN**—They are smartly streamlined to give maximum bearing surface without being bulky and unsightly on fine furniture. There are no open crevices where dirt and dust can collect.

**EASY INSTALLATION**—Armstrong's Furniture Rests are simple to apply. The Nail Type can be hammered into any wooden leg after drilling a small hole. The

Cotter Pin Type is to be used on furniture equipped with casters. Merely remove the caster and push the clipped cotter pin into the collar. A spring tension holds the pin firmly in place.

**REDUCTION OF NOISE**—Actual tests have proved that the flat surfaces of these rests minimize the noise created when furniture is pushed about.

Both types of rest have an exclusive swivel feature that insures automatic adjustment. Armstrong's Furniture Rests are bound

*Linogloss Wax, applied without rubbing, is durable and resistant to wear and spotting.*

to create a sensation for they are the most efficient, modern inexpensive floor safeguards ever to be developed.

### LINOGLOSS

Linogloss is applied to the floor surface in a thin coat with a Linogloss Applicator or a soft cloth—without rubbing. It gives extra pro-

tection to any type of floor. It is never too soft to wear well, nor so hard that it will crack and show traffic lanes. Linogloss Wax dries in about twenty minutes (in most cases) and produces a fine medium lustre. If desired, a high gloss may be obtained by buffing after the wax is dry.

### FLOOR CLEANER

This cleaner is a modern scientific development which provides an easy method for washing floors safely. It may be used on any type of floor except asphalt tile and rubber tile. It contains no abrasive to scratch floor surfaces—no strong alkalis to attack the oils in linoleum or other compositions. Armstrong's Floor Cleaner is also used satisfactorily for washing woodwork, painted walls, and wood or metal furniture. Although non-injurious, its action is quicker and more thorough than that of ordinary soap and water.

### LINOGLOSS APPLICATOR

This convenient tool, consisting of a handle with a lamb's wool head, is made in two sizes for spreading Armstrong's Linogloss Wax in a thin, even film.

The use of power-driven floor polishers will be found helpful if it is desired to produce a high gloss.

### CARE OF LINOLEUM

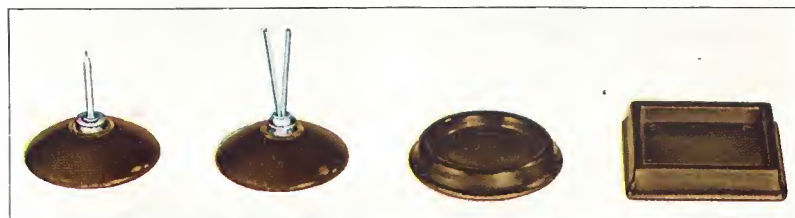
In homes, apply a coat of Linogloss Wax as soon as the floor is installed. Go over the floor daily with a dry mop to remove dust and loose dirt. Spilled things may be wiped up with a damp cloth or mop. The protective wax film should be renewed from time to time.

When the floor is very dirty, wash with a solution of Armstrong's Floor Cleaner and warm water. Rinse with clear water and apply a coat of Linogloss.

In public buildings, two applications of Armstrong's Linogloss Wax should be made to all new floors upon installation and renewed at intervals as needed.



*Armstrong's Floor Cleaner contains no harmful abrasives or alkalis. It is easy, quick, and convenient to use.*



*Armstrong's newly developed easy-to-install Furniture Rests are noteworthy because they are inconspicuous when in place, yet they provide a wide bearing surface that amply protects the linoleum from indentation.*



## SHIPPING WEIGHTS OF ARMSTRONG'S FLOORS

Gauge and thickness in inches	Width Yards	Average crated wt. sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
<b>Battleship and Plain</b>			
6 mm. (.235").....	2	15.8	948
3/8" (.187").....	2	13.0	782
1/4" (.125").....	2	8.8	527
Medium (.095").....	2	6.9	414
Standard (.075").....	2	5.7	340
<b>Jaspé</b>			
3/8" (.187").....	2	12.8	770
1/4" (.125").....	2	8.5	509
Medium (.095").....	2	6.5	390
Standard (.075").....	2	5.3	316
<b>Cork Carpet</b>			
1/4" (.250").....	2	9.7	582
<b>Marbelle</b>			
3/8" (.187").....	2	13.5	808
Heavy (1/8") (.125").....	2	8.7	522
Medium (.095").....	2	6.9	416
Standard (.075").....	2	5.5	331
<b>Monobelle</b>			
Heavy (1/8") (.125").....	2	8.7	522
Medium (.095").....	2	6.9	416
Standard (.075").....	2	5.5	331
<b>Embossed Inlaid</b>			
Heavy (1/8") (.125").....	2	8.2	490
Medium (.095").....	2	6.5	391
Standard (.075").....	2	5.3	318
<b>Straight Line Inlaid</b>			
Heavy (1/8") (.125").....	2	9.4	562
Medium (.095").....	2	7.4	446
Standard (.075").....	2	5.9	355
<b>Inlaid Linoflor</b>			
(.079").....	2	5.5	330
<b>Marbelle Linoflor</b>			
(.070").....	2	4.3	261

Gauge and thickness in inches		Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
<b>Printed Linoleum</b>				
(.070").....	2		4.8	287
(.070").....	4		4.9	583
<b>Passage Linoleum</b>				
(.070").....	2/3		4.5	90
<b>Quaker Floor Covering</b>				
(.070").....	2*		3.6	217
(.070").....	3		4.2	375
(.070").....	4		4.1	498
<b>Quaker Passage Covering</b>				
(.070").....	2/3		4.2	84
(.070").....	1*		3.6	110
<b>Standard Floor Covering</b>				
(.055").....	2*		2.9	175
(.055").....	3		3.4	302
(.055").....	4		3.4	407
<b>Standard Passage Covering</b>				
(.055").....	2/3		3.4	69
<b>Rug Border</b>				
(.053").....	2/3*		2.7	108††
(.053").....	1*		2.7	162††
(.053").....	2*		2.7	162
<b>Mastic Armoflor</b>				
(.080").....	1*		5.4	162
(.080").....	2		5.4	321
<b>Lining Felt</b>				
(.050").....	1			53†††

\*Wrapped in heavy paper for shipment, not crated.

††Weight on the basis of 60-lineal-yard roll.

†††Weight on the basis of 50-lineal-yard roll.

## Shipping Weights of Armstrong's Custom-Craft Ready-Cut Linosets

	Weight per unit package in lbs.	
	3-Color*	4-Color**
<b>9" x 9" Linosets</b>		
Heavy (1/8") Gauge.....	1.9	
Medium Gauge.....	1.6	
Standard Gauge.....	1.4	
<b>12" x 12" Linosets</b>		
Heavy (1/8") Gauge.....	3.3	4.1
Medium Gauge.....	2.8	3.4
Standard Gauge.....	2.5	3.0
<b>18" x 18" Linosets</b>		
Heavy (1/8") Gauge.....	7.	8.9
Medium Gauge.....	5.8	7.3
Standard Gauge.....	5.2	6.5

	Weight per unit package in lbs.	
	3-Color*	4-Color**
<b>18" x 24" Linosets</b>		
Heavy (1/8") Gauge.....		11.9
Medium Gauge.....		9.8
Standard Gauge.....		8.7
<b>24" x 24" Linosets</b>		
Heavy (1/8") Gauge.....	12.4	15.8
Medium Gauge.....	10.3	12.9
Standard Gauge.....	9.2	11.5

\*Three-color Linosets in unit package containing three Linosets of the same design and gauge, in three alternate color combinations.

\*\*Four-color Linosets in unit package containing four Linosets of the same design and gauge, in four alternate color combinations.

## Shipping Weights of Armstrong's Linowall

Width and thickness in inches	Average Average crated wt. crated wt. per sq. yd. per roll or in lbs. unit package	
	sq. yd.	unit package
<b>Patterns 700 to 738 and 770 to 775 inclusive (.045")</b>		
Roll—1 yard wide.....	4.2	63
Roll—2 yards wide.....	3.9	118
Standard Factory Unit—1-yard width*..	3.7	22
Standard Factory Unit—2-yard width*..	4.3	26

Width and thickness in inches	Average Average crated wt. crated wt. per sq. yd. per roll or in lbs. unit package	
	sq. yd.	unit package
<b>Patterns 750 to 754 inclusive (.050")</b>		
Roll—1 yard wide.....	4.5	68
Roll—2 yards wide.....	4.2	126
Standard Factory Unit—1-yard width*..	3.8	23
Standard Factory Unit—2-yard width*..	4.5	27

\* **Full-Size Unit:** 1-yard width—2 pieces 3' x 9'—6 square yards; 2-yard width—1 piece 6' x 9'—6 square yards  
**Half-Size Unit:** 1-yard width—4 pieces 3' x 4 1/2'—6 square yards; 2-yard width—2 pieces 6' x 4 1/2'—6 square yards  
 All Standard Factory Units wrapped in heavy paper for shipment, not crated

**Note**—Crated weights are average only, but accurate enough for estimating freight. There may be slight variations in the

weight of crated rolls, due to permissible variations in gauge, differences in yardage of rolls, and in weight of crating lumber.



## Shipping Weights of Armstrong's Rugs

Packed in Cartons, Not Crated—Weight in Pounds

	Quaker	Standard		Quaker	Standard
18" x 36" (Carton of 12).....	23		4½' x 6' .....	14	
3' x 4½' .....	7		6' x 9' .....	25	21
3' x 4½' (Package of 3).....	18		6' x 12' .....	32	26
3' x 6' .....	9		7½' x 9' .....	31	26
3' x 6' (Package of 3).....	24		9' x 9' .....	37	31
3' x 9' .....	12	10	9' x 10½' .....	42	35
3' x 9' (Package of 3).....	35	28	9' x 12' .....	47	39
3' x 12' .....	16	13	9' x 15' .....	59	48
4½' x 4½' .....	11		12' x 12' .....	64	52
4½' x 4½' (Package of 3).....	27		12' x 15' .....	78	64

## Shipping Weights of Sundries

	Weight per package in lbs.		Weight per package in lbs.
<b>Armstrong's Custom-Craft Dies</b>		<b>Armstrong's No. S-126 Linowall Paste</b>	
Complete set.....	110	1-gallon can (1 in a carton).....	14
Pounding plate.....	22	1-gallon cans (4 in a carton).....	55
Basa hammer.....	4.5	3-gallon can.....	41
Copper facings for Basa hammer (2 in package).....	2	5-gallon can.....	69
Wooden box.....	37		
Die No. 1 (left scroll).....	6.5	<b>Armstrong's No. S-140 Wall Size</b>	
Die No. 2 (right scroll).....	6.5	1-gallon can (1 in a carton).....	8
Die No. 3 (3" star).....	3	1-gallon cans (4 in a carton).....	32
Die No. 4 (5" star).....	6.7	5-gallon can.....	40
Die No. 5 (rosette).....	6.9		
Die No. 6 (3" circle).....	2.9	<b>Armstrong's No. S-275 Asphalt Primer</b>	
Die No. 7 (1½" circle).....	2.8	1-gallon can (1 in a carton).....	9
Die No. 8 (chevron).....	6.7	1-gallon cans (4 in a carton).....	36
Die No. 9 (leaf).....	4.3	5-gallon can.....	44
Die No. 10 (petal).....	4.5	30-gallon drum.....	274
<b>Armstrong's Floor Cleaner</b>			
Assorted carton (8 pints and 6 quarts).....	29	<b>Armstrong's Linowall Accessories</b>	
1-pint cans (24 in a carton).....	36	No. S-12 Linowall paste roller.....	1
1-quart cans (12 in a carton).....	32	No. S-13 Linowall seam roller.....	.44
1-gallon can (1 in a carton).....	10	No. S-14 Tool for applying Linowall fillet strip.....	1
1-gallon cans (4 in a carton).....	40	No. S-15 5/8" Linowall fillet strip (50 lineal feet in a carton).....	1.75
5-gallon can.....	48	No. S-16 Linoleum cap strip, 1½" wide, 1/8" gauge, (30 lineal feet per package).....	3.69
15-gallon drum.....	150	No. S-17 Metal cap strip (4—6' lengths in a tube).....	3.90
30-gallon drum.....	290		
55-gallon drum.....	500	<b>Armstrong's Flash Type Cove and Base Accessories</b>	
<b>Armstrong's Linogloss Wax</b>		No. S-32 4½" Metal inside corners (concave), each.....	.2
Assorted carton (8 pints and 6 quarts with 10—2-ounce samples).....	31	No. S-32 6" Metal inside corners (concave), each.....	.26
1-pint cans (24 in a carton with 10—2-ounce samples).....	39	No. S-33 4½" Metal outside corners (convex), each.....	.26
1-quart cans (12 in a carton with 10—2-ounce samples).....	35	No. S-33 6" Metal outside corners (convex), each.....	.32
½-gallon cans (6 in a carton).....	30	No. S-44 4½" End stops (right).....	.12
1-gallon can (1 in a carton).....	10	No. S-44 6" End stops (right).....	.16
1-gallon cans (4 in a carton).....	40	No. S-45 4½" End stops (left).....	.12
5-gallon can.....	48	No. S-45 6" End stops (left).....	.16
15-gallon drum.....	150		
30-gallon drum.....	290	<b>Armstrong's No. S-250 Armoflor Cement</b>	
55-gallon drum.....	500	1-gallon can (1 in a carton).....	9
		1-gallon cans (4 in a carton).....	37
<b>Armstrong's Brushing Lacquer</b>		5-gallon can.....	46
1-pint cans (12 in a carton).....	16	30-gallon drum.....	278
1-quart cans (12 in a carton).....	30		
1-gallon can (1 in a carton).....	10	<b>Armstrong's Cements</b>	
1-gallon cans (4 in a carton).....	37		
<b>Armstrong's No. S-101 Linoleum Paste</b>		No. S-210 Rustproof	No. S-236 Waterproof
1-quart cans (12 in a carton).....	47	1-pint cans (32 in a box).....	59
½-gallon cans (6 in a carton).....	45	1-quart can (1 in a carton).....	4
1-gallon can (1 in a carton).....	14	1-quart cans (12 in a carton).....	37
1-gallon cans (4 in a carton).....	56	1-gallon can (1 in a carton).....	12
2-gallon can.....	28	1-gallon cans (4 in a carton).....	50
3-gallon can.....	42	5-gallon can.....	63
5-gallon can.....	69		
30-gallon drum.....	423	<b>Miscellaneous</b>	
<b>Armstrong's Lining Felt</b>		No. S-60 Linogloss applicators—9" (12 in a carton).....	11.6
50-lineal-yard roll (36" wide).....	53	No. S-61 Linogloss applicators—6" (12 in a carton).....	8.1
<b>Armstrong's Sink-Top Lining</b>		No. S-70 150-pound linoleum roller.....	150
50-lineal-yard roll (24" wide).....	46	No. S-71 75-pound linoleum roller.....	80
		No. S-81 Universal scribe.....	4
		No. S-86 Long straightedge (3" x 75").....	10
		No. S-87 Short straightedge (3" x 37½").....	5



# CONVENIENT TABLE SHOWING ROOM AREAS IN SQUARE YARDS WILL MAKE IT EASIER TO FIGURE APPROXIMATE LINOLEUM YARDAGE

Length Feet Width Feet	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
6	4	4½	4¾	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10
6½	4½	4¾	5½	5¾	6½	6¾	7	7½	7¾	8	8½	8¾	9½	9¾	10½	10¾	11	11½	11¾
7	4¾	5½	5¾	6½	6¾	7½	7¾	8½	8¾	9½	9¾	10½	10¾	11½	11¾	12½	12¾	13	13½
7½	5	5½	6½	6¾	7½	7¾	8½	8¾	9½	9¾	10½	10¾	11½	11¾	12½	12¾	13½	13¾	14½
8	5½	6½	6¾	7½	7¾	8½	8¾	9½	9¾	10½	10¾	11½	11¾	12½	12¾	13½	13¾	14½	14¾
8½	5¾	6¾	7½	7¾	8½	8¾	9½	9¾	10½	10¾	11½	11¾	12½	12¾	13½	13¾	14½	14¾	15½
9	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
9½	6½	7	7½	8	8½	9	9½	10½	10¾	11½	11¾	12½	12¾	13½	13¾	14½	14¾	15½	15¾
10	6¾	7½	7¾	8½	9	9½	10	10½	11½	11¾	12½	12¾	13½	14	14½	15	15½	16½	16¾
10½	7	7¾	8½	8¾	9½	10	10½	11½	11¾	12½	12¾	13½	14	14½	15½	15¾	16½	17	17½
11	7½	8	8¾	9½	9¾	10½	11	11½	12½	12¾	13½	14½	14¾	15½	16	16½	17½	17¾	18½
11½	7¾	8½	9	9¾	10½	11	11½	12½	12¾	13½	14½	14¾	15½	16	16½	17½	18	18½	19½
12	8	8¾	9½	10	10½	11½	12	12½	13½	14	14½	15½	16	16½	17½	18	18½	19½	20
12½	8½	9½	9¾	10½	11½	11¾	12½	13½	14	14½	15½	16	16½	17½	18½	19½	20½	20¾	21½
13	8¾	9½	10½	10¾	11½	12½	13	13½	14½	15½	16	16½	17½	18½	19½	20½	21	21½	22½
13½	9	9¾	10½	11½	12	12½	13½	14½	15	15½	16½	17½	18	18½	19½	20½	21½	22½	23½
14	9½	10½	11	11½	12½	13½	14	14½	15½	16½	17½	18	18½	19½	20½	21	21½	22½	23½
14½	9¾	10½	11½	12½	13	13½	14½	15½	16½	17	17½	18½	19½	20½	21	21½	22½	23½	24½
15	10	10½	11½	12½	13½	14½	15	15½	16½	17½	18½	19½	20	20½	21½	22½	23½	24½	25

## HOW TO USE THIS TABLE FOR ROUGH ESTIMATES

**E**XAMPLE: To find the square yardage of a room 11½ feet long and 13½ feet wide, find 11½ feet in the top row of figures, and 13½ feet in the leftmost row. These rows join at the box marked 17½, which represents the area of the room *in square yards* and approximately the amount of material required. These yardage figures are accurate enough for quick

estimates when a customer asks, "About how much will it cost?" They should not be considered a final estimate, however, because they do not include waste for cutting and matching pattern, nor do they allow for special work such as Linosets, Linostrips, or borders. How to prepare an accurate working estimate is explained in our "Handbook for Linoleum Mechanics."

## TABLE OF ROLL YARDAGE\*

Square Yards Min. Max.		Square Yards Min. Max.		Square Yards Min. Max.	
All Plain Linoleum 2 yards wide.	30 66½	Quaker Floor Covering 2 yards wide.	50 66½	Linowall 2 yards wide.	20 33
All Jaspé Linoleum 2 yards wide.	30 66½	Quaker Floor Covering 3 yards wide.	50 100	All Linowall Standard Factory Units, Full-size.	6 6
Cork Carpet 2 yards wide.	28 66½	Quaker Floor Covering 4 yards wide.	60 133	All Linowall Standard Factory Units, Half-size.	6 6
All Marbelle Linoleum 2 yards wide.	40 66½	Standard Floor Covering 2 yards wide.	40 66½	<b>Linear Yards Min. Max.</b>	
All Monobelle Linoleum 2 yards wide.	40 66½	Standard Floor Covering 3 yards wide.	45 100	Rug Border 24 inches wide.	30 70
All Inlaid Linoleum 2 yards wide.	40 66½	Standard Floor Covering 4 yards wide.	60 133	Rug Border 36 inches wide.	30 70
Inlaid Linoflor 2 yards wide.	40 66½	Rug Border 2 yards wide.	40 70	Passage Linoleum 24 inches wide.	20 33
Marbelle Linoflor 2 yards wide.	40 66½	Mastic Armoflor 1 yard wide.	20 33½	Quaker Passage Covering 24 inches wide.	20 33
Printed Linoleum 2 yards wide.	40 66½	Mastic Armoflor 2 yards wide.	40 66½	Quaker Passage Covering 36 inches wide.	20 33
Printed Linoleum 4 yards wide.	60 133	Linowall 1 yard wide.	15 33½	Standard Passage Covering 24 inches wide.	20 33

\*Single rolls can not be supplied larger than the maximum shown.



## THREE SIMPLE FORMS FOR MEASURING, ESTIMATING, AND INSTALLING INSURE COMPLETE PROFIT-CONTROL ON EVERY JOB

The image shows three overlapping forms from the Armstrong Job Control Plan. The top form is the 'MEASURE SHEET' for Jones & Lewis, York, Pa., dated April 3, 1939. It includes fields for Name of Job, Address, and a detailed description of the job: 'Floor - Field Armstrong's Mobile 14' x 20' Medium Range - 2' x 12' 1/2' - 1/2" R-29 Chinese Red'. It also has a 'TIME REPORT' section with columns for 'Job Time', 'Material Time', and 'Total'. The middle form is the 'ESTIMATE SHEET' for the same job, showing 'Job Sale Data' and 'Job Analysis' with costs for materials (1.32) and labor (7.00). The bottom form is the 'INSTALLATION SHEET', which includes a checklist for the installer to follow, such as 'Check for level', 'Check for square', and 'Check for clean'. It also has a section for 'Notes for Estimator' and a 'Time Report' section.

Three simplified forms that insure efficient control of every stage of a linoleum, felt-base, or Linowall job are available to Armstrong merchants as a basic part of Armstrong's Job Control Plan. This plan, which was developed after extensive research by the Armstrong Bureau of Retail Merchandising, is described in a 22-page book that will be furnished without charge.

The forms shown here, which can be supplied in handy pads at nominal cost, provide a convenient means of assembling the necessary data for: (1) measuring, (2) estimating, (3) installing, and (4) computing labor costs, material costs, and profits on every job.

They are so simple that no extra clerical work is required to employ them profitably. A free set, for examination, will be sent to Armstrong merchants.

The first form—the Measure Sheet—makes it easy and convenient for the measurer to report all facts that will be required by the estimator, including a sketch of the job and a review of special work or special materials required to complete the job. The Estimate Sheet makes it impossible to overlook the cost of sundries, travel, overhead, and other factors often forgotten. The Installation Sheet, in addition to furnishing a list of materials and instructions to the mechanic, also contains a time report that permits the merchant to compare the efficiency of his laying crews and detect whether labor is a source of profit or loss.

## QUESTIONS, ANSWERS, AND SUNDRIES

Questions	Code Word
How soon can you ship?	OBAAZ
How many rolls can you furnish?	OBADA
Can you supply if wanted?	OBBLI
Can you furnish and at what price?	OBEBT

Answers	Code Word
Can ship immediately	IZGUX
Have shipped by freight on	IZIGN
Have shipped by express on	IZIKT
Cannot ship at present but expect to be able about	IZKIR

Miscellaneous	Code Word
Ship by truck	OASWE
Wire if you can supply or not	OBABO
Write if you can supply or not	OBABE
If you cannot supply at once wire fully	OBALC
If you cannot supply at once write fully	OBANJ
Send rolls nearest to quantity ordered	OBARN
Start tracer for shipment of	OBASI
Ship by express as soon as possible	OBBLU
Ship by freight as soon as possible	OBBLU
Record order and wire earliest shipment	OBCEY
Add to order being shipped	OBEDY
Advise when order is shipped	OBEGS
Include car now moving following patterns	OBFLA
Additional order car in mail must be included	OBIDU
For use on one job ship closest to and no less than the following yardage	OEUPH
Include near not less than	OFAMO
Wire probable date of shipment	OMDWI
Mail probable date of shipment	OMECAC
Wire if car has been shipped	OMEEM

Sizes and Widths	Code Word
24" Wide	OESBP
1 Yard Wide	OESIM
2 Yards Wide	OESNI
3 Yards Wide	OESOS
4 Yards Wide	OESUL
18" x 36"	OETAP
3' x 4 1/2'	OETEJ
3' x 6'	OETGA
3' x 9'	OBABH
3' x 12'	OBALC
4 1/2' x 4 1/2'	OETON
4 1/2' x 6'	OETUD
6' x 9'	OETVE
6' x 12'	OETWO
7 1/2' x 9'	OEUCV
9' x 9'	OEUCT
9' x 10 1/2'	OEUFF
9' x 12'	OEUGZ
9' x 15'	OEUCO
12' x 12'	OEUNN
12' x 15'	OEUBO

Sundries	Code Word
Cement, Armoflor, No. S-250, 1-gal. can, 1 per carton	OMCKA
Cement, Armoflor, No. S-250, 1-gal. cans, 4 per carton	OMCOV
Cement, Armoflor, No. S-250, 5-gal. can	OMCUL
Cement, Armoflor, No. S-250, 30-gal. drum	OMCYR
Cement, Waterproof, No. S-236, 1-qt. can, 1 per carton	OLOOS
Cement, Waterproof, No. S-236, 1-qt. cans, 12 per carton	OWIBD
Cement, Waterproof, No. S-236, 1-gal. can, 1 per carton	OWIGG

Code Word

Cement, Waterproof, No. S-236, 1-gal. cans, 4 per carton.....	OWIJA
Cement, Waterproof, No. S-236, 5-gal. can.....	OWILE
Cleaner, Floor, Assorted carton (8 pts. and 6 qts.).....	OALYZ
Cleaner, Floor, 1-pt. cans, 24 per carton.....	OALED
Cleaner, Floor, 1-qt. cans, 12 per carton.....	OALIK
Cleaner, Floor, 1-gal. can, 1 per carton.....	OALOF
Cleaner, Floor, 1-gal. cans, 4 per carton.....	OALUR
Cleaner, Floor, 5-gal. can.....	OANOV
Cleaner, Floor, 15-gal. drum.....	OANUS
Cleaner, Floor, 30-gal. drum.....	OANYX
Cleaner, Floor, 55-gal. drum.....	OAOAV
Felt, Lining, 36 inches wide.....	OWKFI
Paste, Linoleum, No. S-101, ½-gal. cans, 6 per carton.....	OWGPA
Paste, Linoleum, No. S-101, 1-gal. can, 1 per carton.....	OWGUC
Paste, Linoleum, No. S-101, 1-gal. cans, 4 per carton.....	OLOLA
Paste, Linoleum, No. S-101, 5-gal. can.....	OLPTI
Paste, Linoleum, No. S-101, 30-gal. drum.....	OWIAC
Paste, Linowall, No. S-126, 1-gal. can, 1 per carton.....	OTONN
Paste, Linowall, No. S-126, 1-gal. cans, 4 per carton.....	OTOOB
Paste, Linowall, No. S-126, 5-gal. can.....	OTOPH
Wax, Linogloss, Assorted carton (8 pts. and 6 qts.).....	OALAM
Wax, Linogloss, 1-pt. cans, 24 per carton.....	OPCHY
Wax, Linogloss, 1-qt. cans, 12 per carton.....	OPCIS
Wax, Linogloss, ½-gal. cans, 6 per carton.....	OAKUY
Wax, Linogloss, 1-gal. can, 1 per carton.....	OPCUW
Wax, Linogloss, 1-gal. cans, 4 per carton.....	OPDIY
Wax, Linogloss, 5-gal. can, 1 per carton.....	OPEAJ
Wax, Linogloss, 15-gal. drum.....	OAMYD
Wax, Linogloss, 30-gal. drum.....	OANAD
Wax, Linogloss, 55-gal. drum.....	OANEC



# DECODING INDEX

Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size
<b>A</b>			<b>D</b>			<b>E</b>			<b>F</b>			<b>B</b>			<b>C</b>		
AIBOC	5561	Stand.	DAIBULY	13020	Heavy	EPBAL	8770	2 yds.	FRABO	2980	2 yds.	BEAMU	3401	Med.	FRBGR	4460	9x9
AIBUR	5491	"	DICAY	14290	Med.	EPBCM	8770	4 yds.	FRACP	2980	3 yds.	BEATH	3402	"	FRBME	11624	6x9
AIBYK	5570	"	DICEH	14291	"	EPBFP	8772	2 yds.	FBADQ	2980	4 yds.	BEAWY	3350	"	FRBSN	4460	9x10½
AICAJ	5571	"	DUECO	14302	"	EPBGP	8772	4 yds.	FBACR	2981	2 yds.	BECOD	3381	"	FRBTO	4460	9x12
AICIM	5580	"	DUECL	14303	"	EPBHQ	8778	2 yds.	FBAGT	2981	3 yds.	BEDNY	3420	"	FRBUP	4460	9x15
AICOD	5591	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBVR	4460	12x12
AICRO	5592	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBWR	4460	12x15
AIDEB	5532	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXS	4461	3x9
AIDOL	5530	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIDUT	5531	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKER	5640	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKIL	5641	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKME	5642	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKOT	5650	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKPA	5651	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIKUS	5652	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AILAP	5600	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AILBT	5610	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AILCI	5601	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AILMD	5600	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIMOW	5661	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIMRC	5662	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIMSN	5670	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIMVO	5671	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIMWE	5672	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AIOMEMA	5552	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMBER	6350	Heavy	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMBHI	6351	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMCEO	6360	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMCIB	6361	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMCUM	6283	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMCVI	6284	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMEOH	6290	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMEPE	6291	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMFAW	6370	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMFBI	6371	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMFHU	6372	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMFOR	6271	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMJAW	6300	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMJEZ	6310	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMOLVTA	6240	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMOLWIP	6260	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMOMBGY	6252	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMPFC	6280	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
AMPNF	6363	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCB	093	2 yds.	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCU	090	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCIV	091	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCNA	092	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCOL	090	1 yd.	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCPM	091	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCQN	092	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ARCSD	093	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASDIO	247	Heavy	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASELM	660	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHBY	683	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHIN	682	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHLO	680	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHMU	690	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHRS	691	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASHWO	692	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASIBLOZ	356	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASICACH	246	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASLEW	670	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASLNO	673	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASLOB	671	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASTUC	602	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12
ASWOC	13022	"	DUEOD	14292	"	EPBIR	8780	4 yds.	FBAGT	2981	3 yds.				FRBXT	4461	3x12



### DECODING INDEX (Continued)

Code		Gauge, Width, or Size	Code		Gauge, Width, or Size	Code		Gauge, Width, or Size	Code		Gauge, Width, or Size	Code		Gauge, Width, or Size	Code		Gauge, Width, or Size	
Code Word	Pattern		Code Word	Pattern		Code Word	Pattern		Code Word	Pattern		Code Word	Pattern		Code Word	Pattern		
FRVUB	11620	7½x9	MABLU	024	Med.	MATOH	021	Stand.	OGHEK	7	Med.	OYVAG	21	Stand.	QRDIO	4766	3x12	
FRWAT	11620	9x9	MABOF	024	Stand.	MATPU	032	Med.	OJABI	5	⅞"	OWEAV	26	⅞"	QRDJM	4766	3x9	
FRWOM	11620	9x10½	MABON	03	Stand.	MATSA	032	Stand.	OJACT	9	⅝"	OWEEG	26	Med.	QRDEG	4765	12x15	
FRWYR	11620	9x12	MABUT	018	Stand.	MATUV	06	Stand.	OJADE	5	Med.	OWEUK	28	⅞"	QRDLF	4765	12x12	
FRXEG	11620	9x15	MABYM	03	Med.	MATWU	021	Med.	OJAEG	5	Stand.	OWELC	29	⅞"	QRDMC	4765	9x15	
FRYFI	11621	6x9	MACAP	04	Heavy	MATWA	021	Heavy	OJAFI	6	⅞"	OWFAD	27	⅝"	QRDNA	4765	9x12	
FRYNA	11621	7½x9	MACDS	04	Med.	MAUDO	017	Stand.	OJAHU	6	Med.	OWFEP	27	Med.	QREIE	4567	3x9	
FRYPE	11621	9x10½	MACET	04	Stand.	MAWAD	035	Heavy	OJAKA	6	Stand.	OWFUR	28	Med.	QREFJ	4567	3x12	
FRYUT	11621	9x12	MACFU	019	Heavy	MAWBF	035	Med.	OJALO	7	Stand.	OWFGV	29	Med.	QREGL	4567	12x12	
			MACHW	019	Med.	MAWCO	035	Stand.	OJAMD	10	Stand.	OWIRS	11	Med.	QREHK	4567	12x15	
			MACIX	06	Heavy	MAYNY	08	Stand.	OJANU	9	Stand.	OWISY	11	⅞"	QREIF	4606	3x9	
			MACJY	019	Stand.	MAYOD	09	Stand.	OJAOF	11	Stand.	OWIUJ	10	Med.	QREJE	4606	3x12	
			MACLA	031	Heavy	MLHAN	1900	2 yds.	OJARA	16	Stand.	OWIZT	10	⅞"	QREKD	4606	12x12	
			MACMB	031	Med.	MLHBE	1901	2 yds.	OJASH	011	Stand.	OWUAN	48	Stand.	QRELC	4606	12x15	
			MACNC	031	Stand.	MLHCO	1902	2 yds.	OLFAN	25	Stand.	OWUBM	49	⅞"	QREMT	4635	3x9	
			MADAI	017	⅝"	MLHLI	1903	2 yds.	OLFDA	26	Stand.	OWUCU	49	Med.	QRENU	4635	3x12	
			MADAO	021	"	MLHOT	1905	2 yds.	OLFEM	40	Stand.	OWUDS	49	Stand.	QREOV	4635	12x12	
			MADAR	025	Heavy	MLHPA	1906	2 yds.	OLPHO	41	Stand.	OWUEJ	47	Stand.	QREPW	4635	12x15	
			MADAV	025	Med.	MLHUB	1904	2 yds.	OLFIJ	42	Stand.	OWUHY	43	Stand.	QREXQ	4636	3x9	
			MADAY	025	Stand.	MLHVI	1907	2 yds.	OLFOG	46	Stand.	OWUIS	28	Stand.	QREYR	4636	3x12	
			MADBE	026	Heavy	MOHAT	046	Heavy	OLTES	19	⅞"	OWUKI	34	⅞"	QRESZ	4636	12x12	
			MADBL	026	Med.	MOHBO	043	Heavy	OMPEX	46	"	OWUOD	34	Med.	QRETM	4636	12x15	
			MADBU	026	Stand.	MOHCY	040	Heavy	OSUNG	24	⅞"	OWUTA	34	Stand.	QREUN	4665	3x9	
			MADEN	028	Heavy	MOHOU	045	Heavy	OSUOJ	24	Med.				QREVO	4665	3x12	
			MADET	028	Med.	MOHEA	044	Heavy	OSURM	24	Stand.				QREWP	4665	12x12	
			MADET	028	Stand.	MOHLP	042	Heavy	OSUSH	30	⅞"				QREXQ	4665	12x15	
			MAEAF	07	Heavy	MOHYR	041	Heavy	OSUTZ	30	Med.	QRAAB	4727	3x9		QRFAP	4776	7½x9
			MAEBG	07	Med.	MOHBT	041	Med.	OSUUV	30	Stand.	QRABU	4727	3x12		QRFBY	4675	6x9
			MAEDI	07	Stand.	MOMCU	043	Med.	OSUYO	33	⅞"	QRACD	4695	3x9		QRFCC	4675	7½x9
			MAEEJ	010	Heavy	MOMEB	040	Med.	OSUWE	33	Med.	QRADR	4727	6x9		QRFDX	4776	6x9
			MAEFK	010	Med.	MOMGL	044	Med.	OSUXI	33	Stand.	QRAEF	4695	3x12		QRFED	4675	9x9
			MAEGL	010	Stand.	MOMHO	046	Med.	OSUYF	37	⅞"	QRAFG	4695	6x9		QRFGU	4776	3x12
			MAEHM	020	Heavy	MOMNZ	042	Med.	OSYAF	37	Med.	QRAGW	4727	7½x9		QRFHT	4776	3x9
			MAEIN	020	Med.	MOMRS	045	Med.	OSYBT	37	Stand.	QRAHX	4727	9x10½		QRFLE	4635	9x15
			MAEJO	020	Stand.	MOSAN	045	Stand.	OSYCH	38	⅞"	QRAIJ	4695	7½x9		QRFNW	4766	12x15
			MAEKP	023	Heavy	MOSBA	046	Stand.	OSYDA	38	Med.	QRAJK	4695	9x9		QRFPE	4766	12x12
			MAEMR	023	Med.	MOSDE	043	Stand.	OSYEW	38	Stand.	QRAKL	4695	9x10½		QRFYC	4766	9x15
			MAEOT	023	Stand.	MOSHM	044	Stand.	OSYGE	39	⅞"	QRALM	4695	9x12		QRFZB	4766	9x12
			MAERW	08	⅝"	MOSIF	040	Stand.	OSYIR	39	Med.	QRAMN	4695	9x15		QRGJX	4675	3x9
			MAESY	06	Med.	MOSOB	041	Stand.	OSYMP	39	Stand.	QRANY	4727	9x12		QRGKO	4675	3x12
			MAETY	032	⅝"	MOSVU	042	Stand.	OSYND	44	⅞"	QRAOP	4695	12x12		QRGNJ	4725	3x9
			MAEVA	033	"				OSYOZ	44	Med.	QRAPQ	4695	12x15		QRGOM	4725	3x12
			MAEWR	034	"				OSYPS	44	Stand.	QRAQZ	4727	12x12		QRGPI	4725	6x9
									OSYRN	45	⅞"	QRATH	4635	6x9		QRGQH	4725	7½x9
									OSYSM	45	Med.	QRAUC	4635	7½x9		QRGRG	4725	9x10½
									OSYTI	45	Stand.	QRAVA	4635	9x10½		QRGSF	4725	9x12
									OSYUC	9	⅞"	QRAWO	4635	9x12		QRGTE	4725	12x12
									OSYVV	9	Med.	QRAXE	4636	6x9		QRGVD	4725	12x15
									OSYVW	8	⅞"	QRAYY	4636	7½x9		QRGXC	4726	3x9
									OSYXU	8	Med.	QRAZI	4636	9x9		QRGYB	4726	3x12
									OTAAI	13	⅞"	QRBBU	4705	6x9		QRGZY	4831	9x15
									OTACT	13	Med.	QRBIG	4636	9x10½		QRHFT	4725	9x9
									OTADU	15	⅞"	QRBYD	4636	9x12		QRHGV	4725	9x15
									OTAEI	15	⅞"	QRCCAC	4727	12x15		QRHIX	4726	9x9
									OTAIK	15	Med.	QRCCB	4675	9x10½		QRHJZ	4726	9x15
									OTAKS	16	⅞"	QRCCQ	4675	9x12		QRHNB	4776	9x10½
									OTALF	16	Med.	QRCDR	4675	9x15		QRHOR	4606	6x9
									OTAMM	17	⅝"	QRCEC	4675	12x12		QRHOU	4606	7½x9
									OTAPO	17	⅞"	QRCEFT	4675	12x15		QRHOY	4606	9x9
									OTAUZ	19	⅞"	QRCEG	4728	3x9		QRHPA	4606	9x10½
									OTAWY	19	Med.	QRCHG	4728	3x12		QRHPI	4606	9x12
									OTAYB	27	Stand.	QRCHU	4728	6x9		QRHPU	4606	9x15
									OTAYZ	27	Stand.	QRCHJ	4728	7½x9		QRHRD	4776	9x12
									OTAZA	12	⅝"	QRCKJ	4728	9x10½		QRHSE	4776	12x12
									OTBBY	12	⅞"	QRCLK	4728	9x12		QRHTF	4776	12x15
									OTBEI	12	Med.	QRCOL	4728	12x12		QRHAC	4726	6x9
									OYIEK	23	Stand.	QRCSM	4728	12x15		QRHIZ	4737	6x12
									OYIFE	29	Stand.	QRCTN	4765	3x9		QRHCF	4726	7½x9
									OYMEV	27	⅞"	QRCTU	4831	9x9		QRIDX	4735	6x12
									OYOZI	20	6 mm.	QRCTV	4765	3x12		QRIFE	4728	6x12
									OYOZJ	20	⅝"	QRCTW	4765	6x9		QRIFU	4727	6x12
									OYRON	22	⅝"	QRCTX	4765	7½x9		QRIGY	4726	9x10½
									OYRUH	21	⅝"	QRCTY	4765	9x9		QRHIT	4726	6x12
									OYTHY	20	Med.	QRCCX	4765	9x10½		QRHIR	4725	6x12
									OYUTA	20	Stand.	QRDAY	4766	9x10½		QRHJG	4726	9x12
									OYUVE	22	Stand.	QRDBV	4766	9x9		QRHKO	4695	6x12
												QRDCT	4766	7½x9		QRILD	4635	6x12
												QRDES	4636	9x15		QRIMH	4726	12x12
												QRDHI	4766	6x9				



# DECODING INDEX (Continued)

Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size
QRINJ	4726	12x15	QRLKV	4747	9x10½	QROJN	4787	7½x9	QRQNW	4796	12x15	QRVED	4990	7½x9	TFENV	11122	4 yds.
QRJOL	4675	6x12	QRLLU	4747	9x12	QROKO	4787	9x9	QRQOX	4797	3x9	QRYFS	4990	9x10½	TFEOW	12280	4 yds.
QRIPK	4735	3x9	QRLMC	4747	9x15	QROLF	4787	9x10½	QRQPY	4797	3x12	QRYJO	4990	9x12	TFESA	12370	2 yds.
QRJQM	4735	3x12	QRLON	4747	12x12	QROOQ	4787	9x12	QRQZ	4797	6x9	QRZIB	4990	9x9	TFETB	12370	3 yds.
QRIRN	4735	6x9	QRLPL	4747	12x15	QROPR	4787	9x15	QRQRA	4797	6x12	QRZKO	4990	9x15	TFEUC	12370	4 yds.
QRISI	4665	6x12	QRLQG	4755	3x9	QROQS	4787	12x12	QRQSB	4797	7½x9				TFELC	12410	2 yds.
QRITE	4636	6x12	QRLRF	4755	3x12	QROST	4787	12x15	QRQTC	4797	9x9				TFELG	12410	3 yds.
QRJUB	4606	6x12	QRLTD	4755	6x9	QROUV	4788	3x9	QRQUD	4797	9x10½				TFLEC	12410	4 yds.
QRJVP	4735	7½x9	QRLWB	4755	7½x9	QROWX	4788	6x9	QRQVE	4797	9x12				TFLGD	12411	2 yds.
QRJWQ	4735	9x10½	QRLYA	4755	9x9	QROXW	4788	3x12	QRQWF	4797	9x15				TFLJA	12411	3 yds.
QRJXS	4735	9x12	QRMAF	4755	9x10½	QROYM	4831	4½x4½	QRQXG	4797	12x12				TFLNW	12411	4 yds.
QRJYA	4567	6x12	QRMBG	4755	9x12	QROZA	4831	4½x6	QRQYH	4797	12x15				TFLOT	12412	2 yds.
QRJZW	4735	12x12	QRMCH	4755	9x15	QRPCO	4831	3x9	QRQZI	4805	3x9				TFLRS	12412	3 yds.
QRJAM	4665	6x9	QRMDI	4755	12x12	QRPDR	4831	3x12	QRRLA	4805	3x12				TFLWN	12412	4 yds.
QRJAY	4735	12x15	QRMEJ	4755	12x15	QRPEB	4831	12x12	QRRLB	4805	6x9				TFMDU	12350	2 yds.
QRJJO	4665	7½x9	QRNAE	4746	6x12	QRPEC	4831	12x15	QRRLC	4805	6x12				TFMED	12350	3 yds.
QRJCL	4665	9x9	QRNBF	4747	6x12	QRPGF	4990	3x9	QRRLD	4805	7½x9				TFMFS	12350	4 yds.
QRJEZ	4595	6x9	QRNCG	4755	6x12	QRPHG	4990	3x12	QRREP	4805	9x9				TFMJO	12351	2 yds.
QRJMD	4665	9x10½	QRNDH	4765	6x12	QRPIY	4788	6x12	QRREFO	4805	9x10½				TFMLU	12351	3 yds.
QRJNE	4665	9x12	QRNEI	4766	6x12	QRPIH	4990	12x12	QRRIGR	4805	9x12				TFMME	12351	4 yds.
QRJOF	4665	9x15	QRNFI	4776	6x12	QRPIJ	4788	7½x9	QRRIHS	4805	9x15				TFMOF	12352	2 yds.
QRJNS	4737	3x9	QRNGK	4831	6x12	QRPKI	4990	12x15	QRRII	4805	12x12				TFMPI	12352	3 yds.
QRJTK	4737	3x12	QRNHL	4990	6x12	QRPMW	4788	9x9	QRRIJ	4805	12x15				TFMRG	12352	4 yds.
QRJUV	4595	7½x9	QRNIM	4785	3x9	QRPNV	4788	9x10½	QRRIK	4806	3x9				TFMSJ	12343	2 yds.
QRJVC	4737	6x9	QRNJN	4785	3x12	QRPOU	4788	9x12	QRRLW	4806	3x12				TFMTK	12343	3 yds.
QRJWB	4737	7½x9	QRNKO	4785	6x9	QRPTT	4788	9x15	QRRLX	4806	6x9				TFMUL	12343	4 yds.
QRJXA	4737	9x10½	QRNLP	4785	6x12	QRPSQ	4788	12x12	QRRLY	4806	6x12				TFNAM	11122	2 yds.
QRKAM	4595	9x10½	QRNMQ	4785	7½x9	QRPRQ	4788	12x15	QRRLZ	4806	7½x9				TFNAR	11122	3 yds.
QRKBO	4737	9x12	QRNSR	4785	9x9	QRPSP	4795	3x9	QRRLA	4806	9x9				TFOAK	12390	2 yds.
QRKCP	4737	12x12	QRNOS	4785	9x10½	QRPTN	4795	3x12	QRRLB	4806	9x10½				TFOBL	12390	3 yds.
QRKDN	4737	12x15	QRNPT	4785	9x12	QRPUM	4795	6x9	QRRLC	4806	9x15				TFOCM	12390	4 yds.
QRKIK	4595	9x12	QRNQV	4785	9x15	QRPVK	4795	6x12	QRRLD	4806	12x12				TFODN	12391	2 yds.
QRKPT	4746	3x9	QRNRU	4785	12x12	QRPWJ	4795	7½x9	QRRLF	4806	12x15				TFODP	12391	3 yds.
QRKQY	4746	3x12	QRNSW	4785	12x15	QRPXE	4795	9x9	QRRLG	4806	9x12				TFODR	12392	2 yds.
QRKRZ	4746	6x9	QRNTX	4786	3x9	QRPYD	4795	9x10½	QRRLH	4806	12x15				TFODS	12392	3 yds.
QRKXS	4746	7½x9	QRNUY	4786	3x12	QRPZA	4795	9x12	QRRLI	4806	12x15				TFODT	12392	4 yds.
QRKTW	4746	9x9	QRNVZ	4786	6x9	QRQAJ	4795	9x15	QRRLJ	4806	12x15				TFODU	12392	5 yds.
QRKWH	4746	9x10½	QRNWA	4786	6x12	QRQBK	4795	12x12	QRRLK	4806	12x15				TFODV	12392	6 yds.
QRKXJ	4746	9x12	QRNXB	4786	7½x9	QRQCL	4795	12x15	QRRLM	4806	12x15				TFODW	12392	7 yds.
QRKYD	4746	9x15	QRNYC	4786	9x9	QRQDM	4796	3x9	QRRLN	4806	12x15				TFODX	12392	8 yds.
QRKZE	4746	12x12	QRNZD	4786	9x10½	QRQEN	4796	3x12	QRRLP	4806	12x15				TFODY	12392	9 yds.
QRLAY	4746	12x15	QRQAD	4786	9x12	QRQFO	4796	6x9	QRRLQ	4806	12x15				TFODZ	12392	10 yds.
QRLBZ	4567	9x9	QRQBF	4786	9x15	QRQGP	4796	6x12	QRRLR	4806	12x15				TFOD1	12392	11 yds.
QRLCY	4567	9x15	QRQCG	4786	12x12	QRQHJ	4796	7½x9	QRRLS	4806	12x15				TFOD2	12392	12 yds.
QRLFT	4747	3x9	QRQDH	4786	12x15	QRQIR	4796	9x9	QRRLT	4806	12x15				TFOD3	12392	13 yds.
QRLGS	4747	3x12	QRQEI	4787	3x9	QRQJS	4796	9x10½	QRRLU	4806	12x15				TFOD4	12392	14 yds.
QRLHR	4747	6x9	QRQFJ	4787	3x12	QRQKT	4796	9x12	QRRLV	4806	12x15				TFOD5	12392	15 yds.
QRLIQ	4747	7½x9	QRQHK	4787	6x9	QRQLU	4796	9x15	QRRLW	4806	12x15				TFOD6	12392	16 yds.
QRLJP	4747	9x9	QRQIL	4787	6x12	QRQMV	4796	12x12	QRRLX	4806	12x15				TFOD7	12392	17 yds.

## CODE WORDS FOR ARMSTRONG'S LINOWALL

Full-size Standard Unit							Half-size Standard Unit							Full-size Standard Unit							Half-size Standard Unit						
Pattern	1 Yard Wide	2 Yards Wide	1-Yard Width <sup>1</sup>	2-Yard Width <sup>2</sup>	1-Yard Width <sup>3</sup>	2-Yard Width <sup>4</sup>	Pattern	1 Yard Wide	2 Yards Wide	1-Yard Width <sup>1</sup>	2-Yard Width <sup>2</sup>	1-Yard Width <sup>3</sup>	2-Yard Width <sup>4</sup>	Pattern	1 Yard Wide	2 Yards Wide	1-Yard Width <sup>1</sup>	2-Yard Width <sup>2</sup>	1-Yard Width <sup>3</sup>	2-Yard Width <sup>4</sup>	Pattern	1 Yard Wide	2 Yards Wide	1-Yard Width <sup>1</sup>	2-Yard Width <sup>2</sup>		
700	LWITZ	LWIUB	LWPBO	LWPAN	LWPDQ	LWPCP	735	LWLOG	LWLUP	LWSJA	LWSIZ	LWSLC	LWSKB	736	LWLYV	LWMAB	LWSNE	LWSMD	LWSPG	LWSOF	737	LWOBP	LWOCQ	LWSHI	LWSQH		
702	LWINI	LWIYF	LWPF5	LWPER	LWPHU	LWPGT	738	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	739	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	740	LWOPB	LWOFQ	LWSVW	LWSYU		
703	LWVEN	LWVIP	LWPJW	LWPIV	LWPLY	LWPXX	741	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	742	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	743	LWOPB	LWOFQ	LWSVW	LWSYU		
704	LWOLG	LWONN	LWPNA	LWPMZ	LWPPC	LWPOB	744	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	745	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	746	LWOPB	LWOFQ	LWSVW	LWSYU		
705	LWOOB	LWOPH	LWPNE	LWPQD	LWPTG	LWPSF	747	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	748	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	749	LWOPB	LWOFQ	LWSVW	LWSYU		
706	LWAUX	LWYPI	LWPVI	LWPUH	LWPXK	LWPVJ	750	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	751	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	752	LWOPB	LWOFQ	LWSVW	LWSYU		
707	LWBMH	LWBOL	LWPMZ	LWPLY	LWRBM	LWRAL	753	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	754	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	755	LWOPB	LWOFQ	LWSVW	LWSYU		
708	LWBPM	LWBSS	LWRDO	LWRBC	LWRFG	LWRFP	756	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	757	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	758	LWOPB	LWOFQ	LWSVW	LWSYU		
709	LWCZI	LWCVE	LWRHS	LWRGR	LWRJU	LWRIT	759	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	760	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	761	LWOPB	LWOFQ	LWSVW	LWSYU		
710	LWCUD	LWCSB	LWRLL	LWRKV	LWRNY	LWRMX	762	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	763	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	764	LWOPB	LWOFQ	LWSVW	LWSYU		
711	LWCHH	LWCOZ	LWRPA	LWRQZ	LWRRC	LWRQB	765	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	766	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	767	LWOPB	LWOFQ	LWSVW	LWSYU		
731	LWAWY	LWANA	LWRTE	LWRSD	LWRVG	LWRUF	768	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	769	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	770	LWOPB	LWOFQ	LWSVW	LWSYU		
732	LWAOR	LWAPS	LWRXI	LWRWH	LWRZK	LWRVJ	771	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	772	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	773	LWOPB	LWOFQ	LWSVW	LWSYU		
733	LWAQT	LWARS	LWSBS	LWSAR	LWSDU	LWSCT	774	LWODR	LWOES	LWSVM	LWSUL	LWSXO	LWSWN	775	LWOPB	LWOFQ	LWSVW	LWSYU	LWTFM	LWTFH	776	LWOPB	LWOFQ	LWSVW	LWSYU		
734	LWASV	LWATW	LWSFW	LWSEV	LWSHY	LWSGX																					

<sup>1</sup>Full-size Standard Unit: 1-yard width—3 feet wide x 9 feet high, two to a package (6 square yards)

<sup>2</sup>Full-size Standard Unit: 2-yard width—6 feet wide x 9 feet high, one to a package (6 square yards)

<sup>3</sup>Half-size Standard Unit: 1-yard width—3 feet wide x 4½ feet high, four to a package (6 square yards)

<sup>4</sup>Half-size Standard Unit: 2-yard width—6 feet wide x 4½ feet high, two to a package (6 square yards)



# WHOLESALE AND WAREHOUSING POINTS

**ALABAMA**  
**BIRMINGHAM** Birmingham Electric Battery Company  
**MOBILE** Paterson Hdwe. & Supply Co., Inc.  
**MONTGOMERY** Montgomery Paper Company, Inc.

**ARIZONA**  
**BISBEE** William Volker & Co.  
 (Home Office, Los Angeles, Cal.)  
**PHOENIX** William Volker & Co.  
 (Home Office, Los Angeles, Cal.)

**ARKANSAS**  
**LITTLE ROCK** Gunn Distributing Company

**CALIFORNIA**  
**LOS ANGELES** William Volker & Co.  
**SAN DIEGO** William Volker & Co.  
 (Home Office, Los Angeles, Cal.)  
**SAN FRANCISCO** Walton N. Moore Dry Goods Co.  
**SAN FRANCISCO** William Volker & Co.

**COLORADO**  
**DENVER** William Volker & Co.  
**GRAND JUNCTION** William Volker & Co.  
 (Home Office, Denver, Colo.)  
**PUEBLO** William Volker & Co.  
 (Home Office, Denver, Colo.)

**CONNECTICUT**  
**HARTFORD** Empire Carpet Corporation

**FLORIDA**  
**JACKSONVILLE** Cain & Bultman, Inc.  
**MIAMI** Cain & Bultman, Inc.  
 (Home Office, Jacksonville, Fla.)  
**TAMPA** Cain & Bultman, Inc.  
 (Home Office, Jacksonville, Fla.)

**GEORGIA**  
**ATLANTA** Armstrong Cork Company  
 Floor Division

**IDAHO**  
**POCATELLO** William Volker & Co.  
 (Home Office, Salt Lake City, Utah)

**ILLINOIS**  
**CHICAGO** Armstrong Cork Company,  
 Floor Division  
**CHICAGO** Carson Pirie Scott & Co.  
**CHICAGO** Glabman Bros., Inc.  
**PEORIA** Isaac Walker Hardware Company

**INDIANA**  
**EVANSVILLE** Kreyling & Company  
**INDIANAPOLIS** Carson Pirie Scott & Co.  
**INDIANAPOLIS** Griffith Distributing Corp.  
**LOGANSPOUT** Joseph Taylor & Sons  
**RICHMOND** Adam H. Bartel Company  
**VINCENNES** Saiter-Morgan Co., Inc.

**IOWA**  
**BURLINGTON** Burlington Paper Company  
**CEDAR RAPIDS** Welch-Cook-Beals Co.  
**DAVENPORT** Midwest-Timmermann Company  
**DES MOINES** Luthe Hardware Co.  
**SIOUX CITY** Hansen Glass & Paint Co.

**KANSAS**  
**WICHITA** William Volker & Co.

**KENTUCKY**  
**LEXINGTON** Ades-Lexington Dry Goods Co.  
**LOUISVILLE** The Otis Hidden Co.

**LOUISIANA**  
**NEW ORLEANS** Armstrong Cork Company,  
 Floor Division  
**SHREVEPORT** William Volker & Co.  
 (Home Office, Houston, Texas)

**MAINE**  
**BANGOR** R. B. Dunning & Co.

**MARYLAND**  
**BALTIMORE** Empire Carpet Corporation  
**BALTIMORE** J. J. Haines & Co.

**MASSACHUSETTS**  
**BOSTON** Empire Carpet Corporation  
**BOSTON** E. L. Ham Company  
**BOSTON** Joseph M. O'Callaghan Co.

**MICHIGAN**  
**DETROIT** Armstrong Cork Company,  
 Floor Division  
**DETROIT** Burnham, Stoepe & Co.  
**GRAND RAPIDS** Yeakey-Scripps  
**PETOSKEY** Bremmeyr-Bain Co.

**MINNESOTA**  
**DULUTH** DeWitt-Seitz Company  
**MINNEAPOLIS** Armstrong Cork Company,  
 Floor Division  
**MINNEAPOLIS** Lasher Carpet & Linoleum Co.

**MISSISSIPPI**  
**JACKSON** Townsend Paper Company

**MISSOURI**  
**KANSAS CITY** William Volker & Co.  
**ST. LOUIS** Armstrong Cork Company,  
 Floor Division  
**ST. LOUIS** Ely & Walker Dry Goods Co.  
**SPRINGFIELD** Rogers & Baldwin Hdwe. Co.

**MONTANA**  
**BILLINGS** Billings Hdwe. Company  
**BUTTE** F. E. Buck Sales Company  
**BUTTE** William Volker & Co.  
 (Home Office, Salt Lake City, Utah)  
**GREAT FALLS** The John Leslie Paper Co.

**NEBRASKA**  
**LINCOLN** William Volker & Co.  
 (Home Office, Omaha, Nebr.)  
**OMAHA** William Volker & Co.

**NEW JERSEY**  
**PASSAIC** Jersey Carpet Corporation

**NEW MEXICO**  
**ALBUQUERQUE** William Volker & Co.  
 (Home Office, Kansas City, Mo.)

**NEW YORK**  
**ALBANY** Albany Linoleum & Carpet Co., Inc.  
**BINGHAMTON** Columbia Jobbing Company  
**BRONX** Crockett and Buss, Inc.  
 (Home Office, New York City)  
**BRONX** The Wornock Mills, Inc.  
 (Home Office, New York City)  
**BROOKLYN** Empire Carpet Corporation  
 (Home Office, New York City)  
**BUFFALO** H. D. Taylor Co.  
**BUFFALO** The Wornock Mills, Inc.  
**MIDDLETOWN** Roskin Brothers, Inc.  
**NEW YORK CITY** Crockett and Buss, Inc.  
**NEW YORK CITY** Empire Carpet Corporation  
**NEW YORK CITY** The Wornock Mills, Inc.  
**ROCHESTER** Columbia Carpet Co., Inc.  
**SYRACUSE** Columbia Distributors, Inc.  
**UTICA** Albany Linoleum & Carpet Co., Inc.  
**UTICA** Columbia Distributors, Inc.

**NORTH CAROLINA**  
**CHARLOTTE** Peerless Mattress Co.  
**GOLDSBORO** J. J. Haines & Co.  
**LEXINGTON** Peerless Mattress Co.

**NORTH DAKOTA**  
**FARGO** Fargo Paper Co.

**OHIO**  
**CANTON** The Edward R. Hart Co.  
**CINCINNATI** Carson Pirie Scott & Co.  
**CINCINNATI** Griffith Distributing Corp.  
**CLEVELAND** Carson Pirie Scott & Co.  
**CLEVELAND** The Godin Carpet Company  
**CLEVELAND** The Sterling & Welch Co.  
**COLUMBUS** Carson Pirie Scott & Co.  
**MANSFIELD** The Hartman-Spreng Company  
**TOLEDO** Ohio Plate Glass Co.  
**YOUNGSTOWN** Arbuthnot-Stephenson Co.  
 (Home Office, Pittsburgh, Pa.)

**OKLAHOMA**  
**OKLAHOMA CITY** William Volker & Co.  
**TULSA** William Volker & Co.  
 (Home Office, Kansas City, Mo.)

**OREGON**  
**PORTLAND** William Volker & Co.

**PENNSYLVANIA**  
**ALLENTOWN** Columbia Jobbing Company  
**ALLENTOWN** Royal Wholesale Company  
**ALTOONA** The H. C. Prutzman Co., Inc.  
**ERIE** H. D. Taylor Co.  
**HARRISBURG** Glanz, Behm & Herring, Inc.  
**HUNTINGDON** C. H. Miller Hardware Co.  
**JOHNSTOWN** Swank Hardware Company  
**LANCASTER** Landis & Co., Inc.  
 c/o Keystone Storage Co.  
**PHILADELPHIA** C. D. Artman, Inc.  
**PHILADELPHIA** Empire Carpet Corporation  
**PHILADELPHIA** Glanz, Behm & Herring, Inc.  
**PHILADELPHIA** Landis & Co., Inc.  
**PITTSBURGH** Arbuthnot-Stephenson Co.  
**PITTSBURGH** Empire Carpet Corporation  
**PITTSBURGH** Felix Half & Brother, Inc.  
**READING** Columbia Jobbing Company  
**SCRANTON** Columbia Jobbing Company  
**WILKES-BARRE** Columbia Jobbing Company  
 (Home Office, Scranton, Pa.)  
**YORK** Gehly's Carpet House, Inc.

**RHODE ISLAND**  
**PROVIDENCE** Ballou, Johnson & Nichols Co.

**SOUTH CAROLINA**  
**CHARLESTON** William M. Bird & Co., Inc.  
**COLUMBIA** William M. Bird & Co., Inc.  
 (Home Office, Charleston, S. C.)  
**GREENVILLE** Sullivan Hardware Company  
**SPARTANBURG** Sullivan Hardware Company

**SOUTH DAKOTA**  
**ABERDEEN** Dakota Paper Company  
**SIOUX FALLS** Sioux Falls Paint & Glass Co.

**TENNESSEE**  
**KNOXVILLE** Armstrong Cork Company,  
 Floor Division  
 c/o Fireproof Storage & Van, Inc.  
**MEMPHIS** Wm. R. Moore Dry Goods Co.  
**NASHVILLE** J. L. Perry Company

**TEXAS**  
**ABILENE** William Volker & Co.  
 (Home Office, Dallas, Texas)  
**AMARILLO** William Volker & Co.  
 (Home Office, Dallas, Texas)  
**CORPUS CHRISTI** William Volker & Co.  
 (Home Office, Houston, Texas)  
**DALLAS** William Volker & Co.  
**EL PASO** William Volker & Co.  
 (Home Office, Kansas City, Mo.)  
**HOUSTON** William Volker & Co.  
**SAN ANTONIO** William Volker & Co.  
**WICHITA FALLS** William Volker & Co.  
 (Home Office, Dallas, Texas)

**UTAH**  
**SALT LAKE CITY** William Volker & Co.

**VIRGINIA**  
**NORFOLK** J. J. Haines & Co.  
**RICHMOND** Richmond Dry Goods Co., Inc.  
**ROANOKE** J. J. Haines & Co.  
 c/o Roanoke Public Warehouse  
**WINCHESTER** W. H. Bosserman & Son

**WASHINGTON**  
**SEATTLE** William Volker & Co.  
**SPOKANE** William Volker & Co.

**WEST VIRGINIA**  
**BLUEFIELD** Bluefield Supply Co.  
**CHARLESTON** Guthrie-Morris-Campbell Co.  
**CHARLESTON** Thomas, Field & Co.  
**CLARKSBURG** The Koblegard Co.  
**HUNTINGTON** Watts, Ritter & Company  
**PARKERSBURG** Guthrie-Morris-Campbell Co.  
**WHEELING** Watts, Ritter & Company

**WISCONSIN**  
**MILWAUKEE** Carson Pirie Scott & Co.  
**MILWAUKEE** John Pritzlaff Hdwe. Co.

**WYOMING**  
**CASPER** William Volker & Co.  
 (Home Office, Denver, Colo.)



## THE ARMSTRONG LINE

IN addition to floor materials the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the Company:

### FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Marbelle, Monobelle,  
Inlaid, Embossed, and Printed  
Inlaid and Marbelle Linoflor  
Cork Carpet  
Quaker Rugs and Floor Covering  
Standard Felt-Base Rugs and Floor Covering  
Lining Felt  
Linoleum Paste  
Waterproof Cement  
Mastic Armoflor  
Linogloss Wax  
Brushing Lacquer  
Floor Cleaner  
Linowall—Wall Covering  
Ready-Cut Linosets  
Custom-Craft Dies  
Linowall Paste  
Linoleum and Linowall Laying Tools and Equipment  
Cove and Base—Flash Type

### BUILDING MATERIALS DIVISION PRODUCTS

Armstrong's Standard Corkboard  
LK Corkboard  
DI Corkboard  
Super-Service Corkboard  
Mastic Finish Corkboard  
Cork Covering and Fitting Covers  
Cork Laggings  
Fiberglas Insulation  
Vibrocork  
Corkoustic  
Temcoustic 50  
Cork Brick—Horse Brick and Cow Brick  
Granulated and Regranulated Cork  
Waterproof Cements, Paints, Asphalt Emulsion  
Finishes  
A-25, N-16, N-20, EF-22, and EF-26 Insulating Fire  
Brick  
High Temperature Insulating Block  
Refractory Cements and Facings  
Coprteck High Temperature Block  
Monocork  
Plastic Cements  
Clay Type Asphalt Emulsion Products  
Soap Type Emulsions  
Liquid Asphalts, including roof cement, car cement,  
and caulking compounds  
Diatomaceous Earth Products  
Temlok Insulating Board  
Temlok Insulating Lath  
Temlok De Luxe Interior Finish—Boards, Panels, and  
Planks  
Monowall  
Temlok Adhesives  
Temlok Roof, Refrigerator, and Equipment Insulation  
Temboard and Temboard De Luxe  
Temwood, Tempered Temwood, Blocked Temwood  
Temseal Insulating Sheathing  
Linotile (Oil-Bonded)  
Cork Tile  
Beveled Cork Tile  
Asphalt Tile  
Reinforced Rubber Tile  
Mastic Armoflor Units  
Tile Adhesives  
Cork Tile Cove and Base  
Rubber Tile Cove and Base

### CORKWOOD DIVISION PRODUCTS

Corkwood and Grinding Cork  
Rustic Cork Bark

### GLASS AND CLOSURE DIVISION PRODUCTS

Armstrong's Tapered Corks  
Crowns: Plain and Decorated  
Artmold Caps and Jar Covers  
Metal Caps and Jar Covers  
Applicator Caps and Corks  
Cel-O-Seal caps and bands  
Embossed-Top Corks  
Metal-Top Corks  
Molded-Top Corks  
Shell Corks  
Wine and Champagne Corks  
Tap Corks  
Shoe Daubers  
Cork Discs and Liners  
Ribbon Cork  
Bungs  
Orifice Reducers  
Glass Containers  
Druggists' Rubber  
Sundries  
Hospital Supplies

### INDUSTRIAL DIVISION PRODUCTS

Natural Cork Products: Balls, Floats, Churn Strips,  
Polishing Wheels, Penholder Tips, Blocks and Sheets,  
Closures, Washers and Discs, Seine and Gill Corks  
Composition Cork Products: Gaskets, Balls, Rings,  
Washers, Discs, Strips, Ribbon Cork, Polishing  
Wheels, Blocks, and Cork Novelties  
Accopac, Cork Sheeting in Continuous Rolls  
Corkfabrik and Glazing Strip  
Cork-and-Rubber Anti-Squeak  
Cork-and-Rubber Rolls, Sheets, Gaskets, Rings,  
Washers, Discs, Strips, Ribbon, Molded Parts, and  
Mounting Cushions  
Corprene Sheets, Gaskets, Rings, Washers, Discs, Strips,  
Ribbon, Molded Parts, and Mounting Cushions  
Cork-and-Synthetic-Rubber Sheets, Gaskets, Ribbon,  
and Molded Parts  
Linoleum and Other Floor Products for desk, counter,  
and table tops and various manufacturing uses other  
than flooring  
Cork, Rubber, and Felt Products for mechanical and  
industrial applications  
Press Blankets, Molders' Blankets  
Sheathing Felt for Vibration Damping, Flooring Felt,  
Roofing Felt, and Felt Specialties  
Armstrong Car Cements  
Armstrong-Victor Cork Gaskets, Corkolin, and Head-  
lamp Strips  
Ground Cork  
Cork Expansion Joint  
Cork Paper for Cigarette  
Tips  
Cork Carboy Cushions  
Cork Base  
Cork Bulletin Board  
Golf Grip Tape  
Automat  
Friction Blocks  
Armstrong's Extra Cushion Seamless Cork Cots  
Helically Wrapped Cork Cots  
Cots of Synthetic Rubber-like Materials: Accotex  
K-500, Accotex KC-550, Corprene DC-150  
Worsted Roll Covers  
Temple Rolls, Plain and Threaded: Cork, Rubber,  
Accotex K-500, Corprene DC-150  
Miscellaneous Loom Accessories: Take-up Roll Cover-  
ing (Cork, Rubber, Synthetic Rubber), Brake Band  
Strips, Friction Let-offs, Clutch Plates, Cork Inserts  
Roll Covering and Buffing Machinery  
Cements and Roll Varnish  
Washers and Friction Drives  
Armstrong's Cork Box Toes  
Cork Lifts, Korxole, and  
Linosole  
Cork Composition Sheets  
Cork and Sponge Rubber  
Sheets  
Thermabox Toes  
Cork Bottom Filler  
Cork Counters  
Glass Insulators  
Mastic Armoflor  
Linotile (Oil-Bonded)  
Cork Tile  
Rubber Tile  
Linowall  
Cements and Pastes  
Typewriter Roll Covering  
Linoplate  
Dust Guards  
Metatarsal Pads  
Heel Pads  
Insoles  
Sundry Shoe Findings  
Bottom Filler Heaters  
Box Toe Heaters  
Ground Cork  
Miscellaneous Cork, Rubber, and Felt Products for  
mechanical and industrial applications.



